

Community Attitude and Interest Citizen Survey

Executive Summary of Citizen Survey Results

Overview of the Methodology

The City of Saint Paul conducted a community attitude and interest citizen survey during the winter of 2007-08 to establish priorities for the future improvement of parks and recreation facilities, programs and services. The survey was designed to obtain statistically valid results from households throughout the City of Saint Paul. The survey was administered by a combination of mail and phone.

Leisure Vision worked extensively with City of Saint Paul officials in the development of the survey questionnaire. This work allowed the survey to be tailored to issues of strategic importance to effectively plan the future system.

Leisure Vision mailed surveys to a random sample of 3,000 households in the City of Saint Paul. Approximately three days after the surveys were mailed, each household that received a survey also received an electronic voice message encouraging them to complete the survey. In addition, about two weeks after the surveys were mailed, Leisure Vision began contacting households by phone. Those who indicated they had not returned the survey were given the option of completing it by phone.

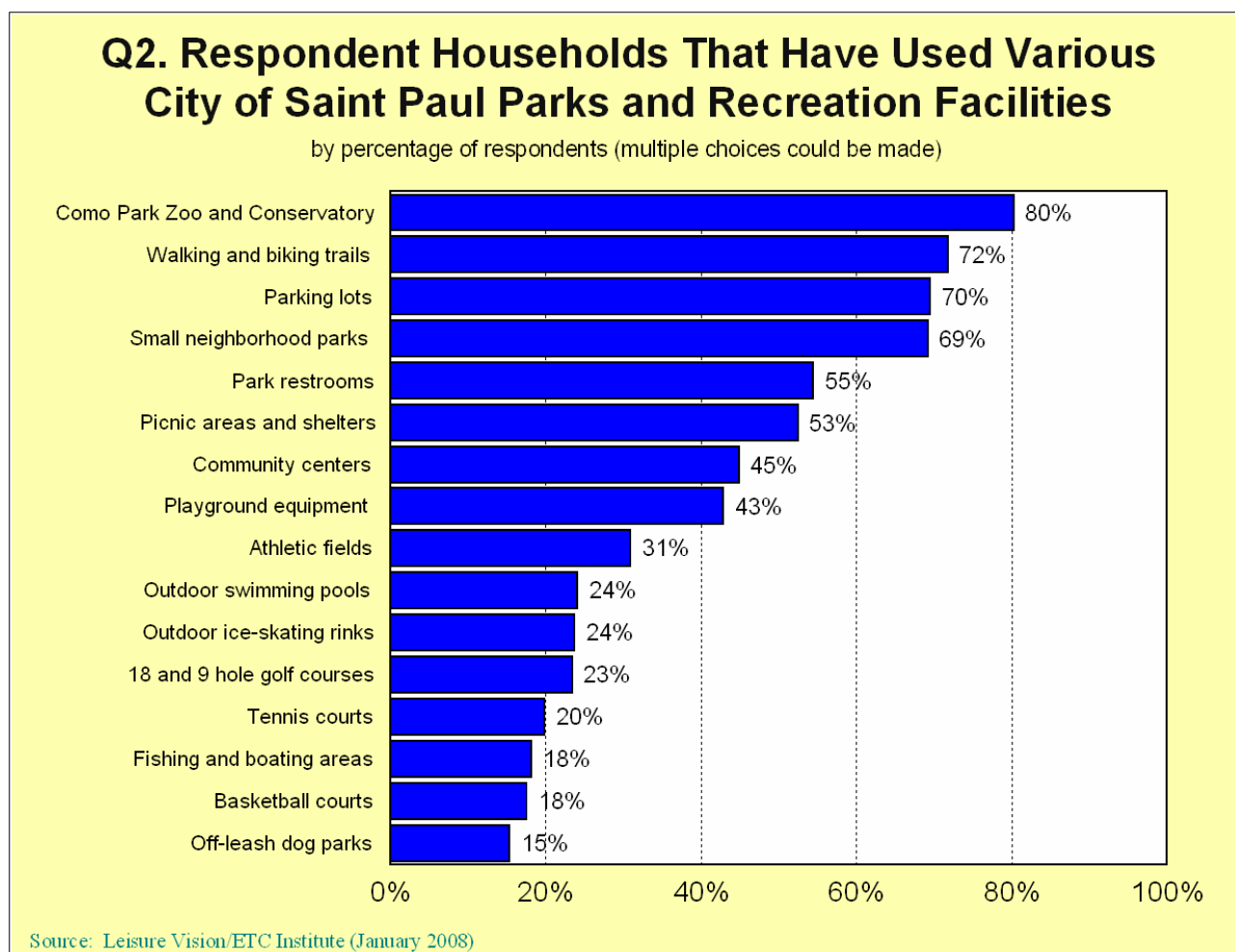
The goal was to obtain a total of at least 700 completed surveys. This goal was accomplished, with a total of 797 surveys having been completed. The results of the random sample of 797 households have a 95% level of confidence with a precision of at least $\pm 3.5\%$.

The following pages summarize major survey findings:

Use of Various City Parks and Recreation Facilities

From a list of 16 various City of Saint Paul parks and recreation facilities, respondents were asked to indicate all of the ones their household has used. The following summarizes key findings:

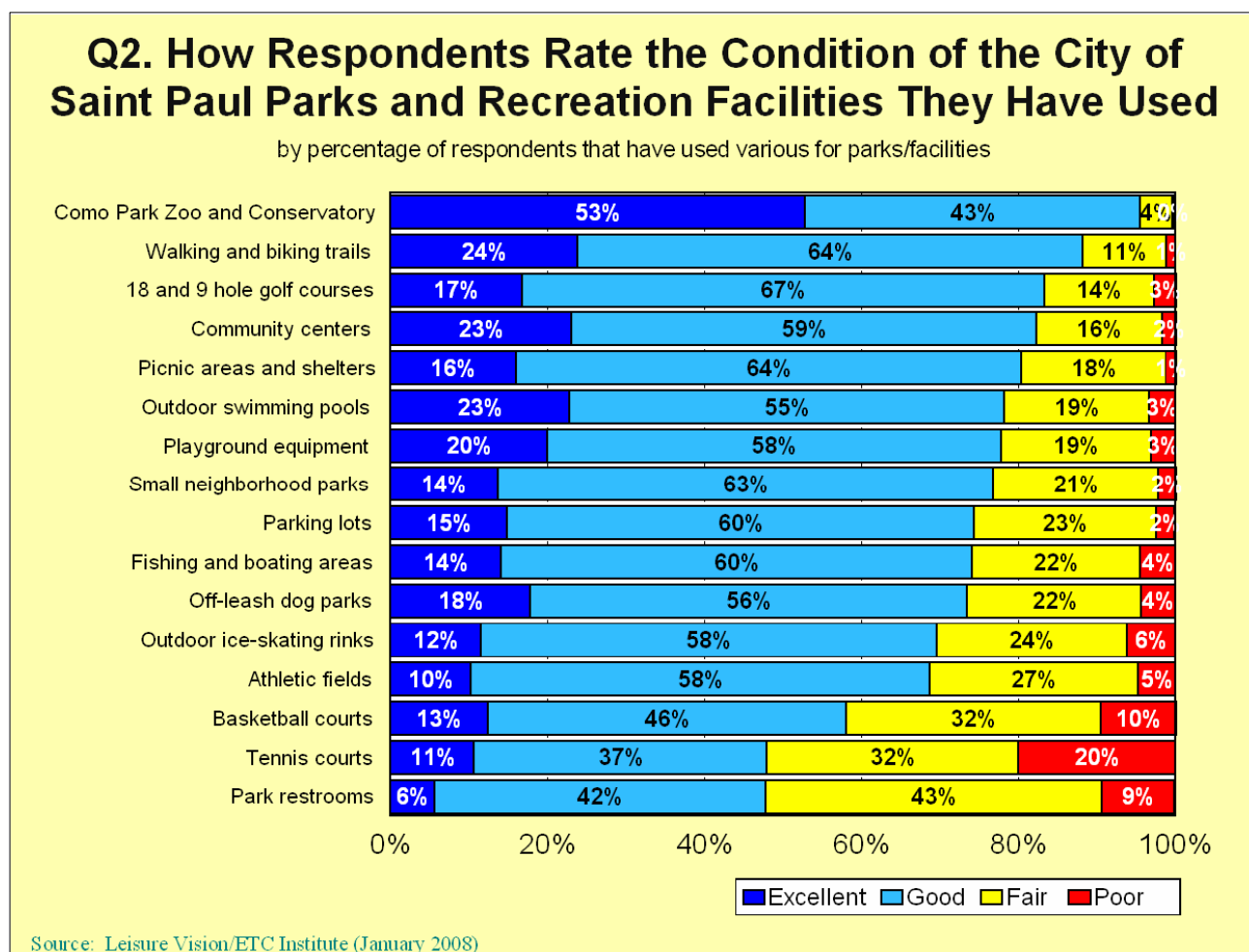
- **There are four parks and recreation facilities that over two-thirds of respondent households have used: Como Park Zoo and Conservatory (80%), walking and biking trails (72%), parking lots (70%) and small neighborhood parks (69%).**



Condition of City Parks and Recreation Facilities

From a list of 16 various City of Saint Paul parks and recreation facilities, respondent households that have used any of the parks/facilities were asked to rate the condition of the ones they have used. The following summarizes key findings:

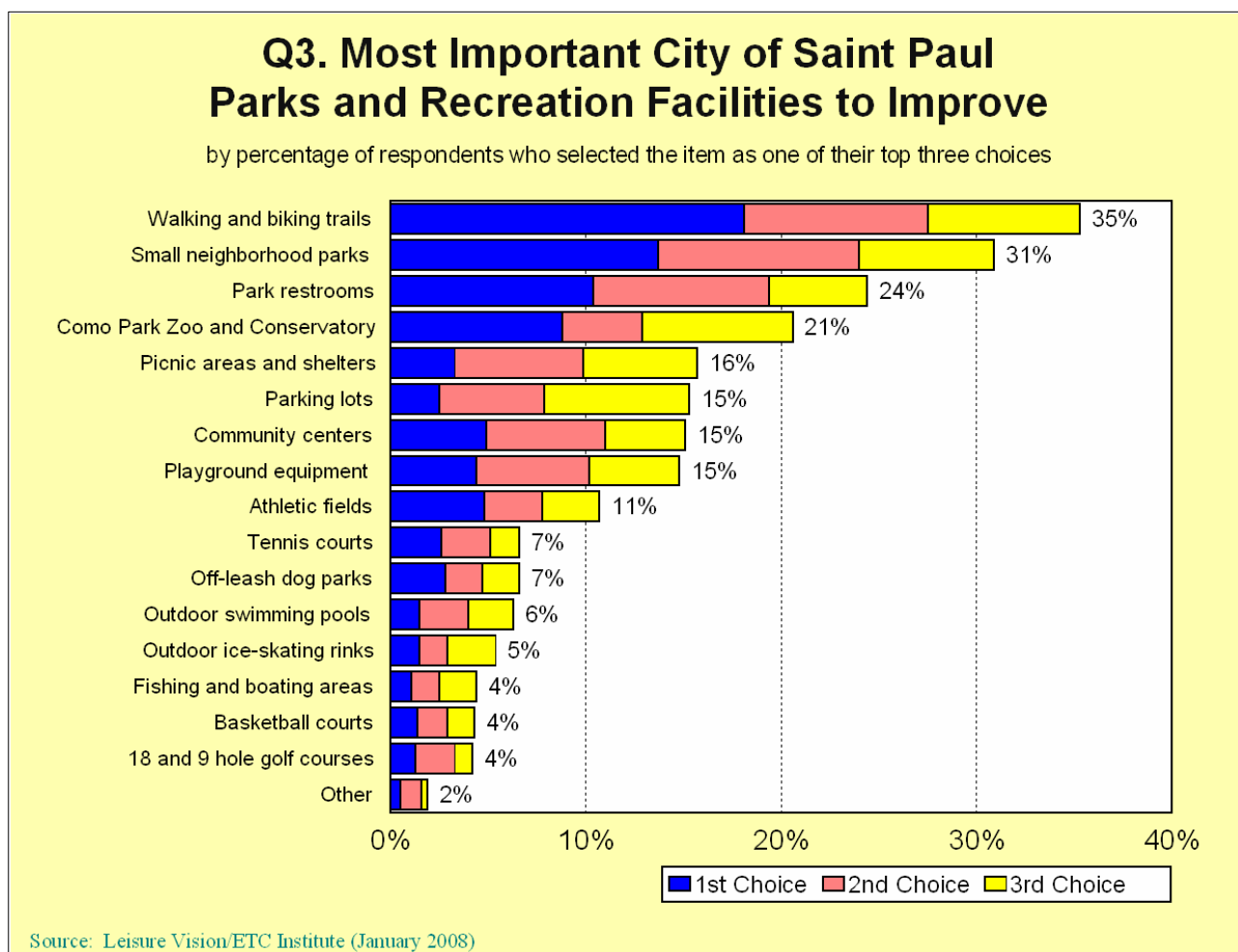
- Ninety-six percent (96%) of respondent households that have used the Como Park Zoo and Conservatory rated it as either excellent (53%) or good (43%).** In addition, 88% of respondent households that have used walking and biking trails rated them as either excellent (24%) or good (64%), and 84% of respondent households that have used 18 and 9 hole golf courses rated them as either excellent (17%) or good (67%), and 84% of respondent households that have used 18 and 9 hole golf courses rated them as either excellent (17%) or good (67%).



Most Important City Parks and Recreation Facilities to Improve

From a list of 16 various City of Saint Paul parks and recreation facilities, respondents were asked to select the three parks/facilities whose condition it is most important to improve. The following summarizes key findings:

- Based on the sum of their top three choices, the parks and facilities that respondent households feel are most important to improve are: walking and biking trails (35%), small neighborhood parks (31%), park restrooms (25%) and the Como Park Zoo and Conservatory (21%). It should also be noted that walking and biking trails had the highest percentage of respondents select it as their first choice as the park/facility they feel it's most important to improve.



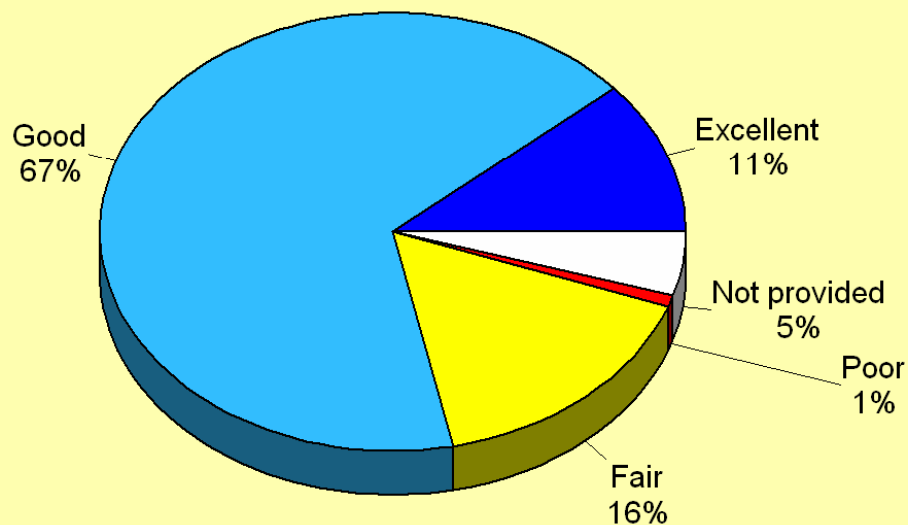
Overall Quality City Parks and Recreation Facilities

Respondents were asked how they would rate the physical condition of all the City of Saint Paul parks and recreation facilities they have visited. The following summarizes key findings:

- **Seventy-eight percent (78%) of respondent households rated the quality of the City parks and recreation facilities they have used as either excellent (11%) or good (67%).** In addition, 16% of respondents rated the parks and facilities as fair, and only 1% rated them as poor.

Q4. How Respondent Households Rate the Overall Quality of the City of Saint Paul Parks and Recreation Facilities They Have Visited

by percentage of respondents



Source: Leisure Vision/ETC Institute (January 2008)

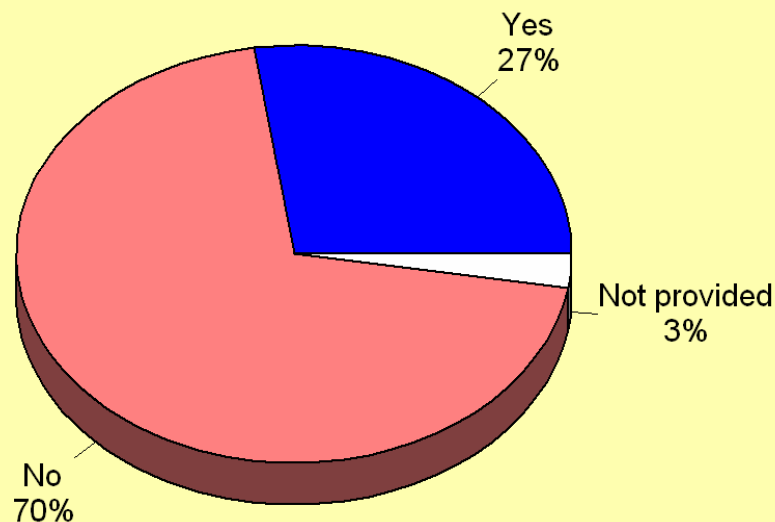
Participation in City Recreation Programs During the Past 12 Months

Respondents were asked if members of their household have participated in any recreation programs offered by the City of Saint Paul Division of Parks and Recreation during the past 12 months. The following summarizes key findings:

- **Twenty-seven percent (27%) of respondent households have participated in recreation programs offered by the City of Saint Paul Division of Parks and Recreation during the past 12 months.**

Q5. Have Respondent Households Participated in Any Recreation Programs Offered by the City of Saint Paul Division of Parks and Recreation During the Past 12 Months

by percentage of respondents



Source: Leisure Vision/ETC Institute (January 2008)

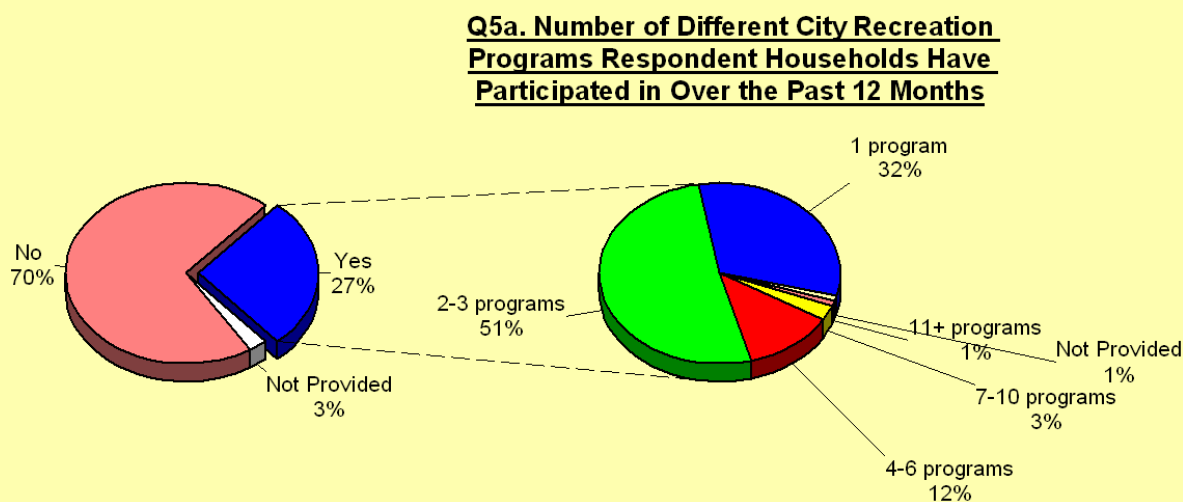
Number of City Recreation Programs Participated In

Respondent households that have participated in City of Saint Paul Division of Parks and Recreation programs during the past 12 months were asked how many different programs they have participated in during that time. The following summarizes key findings:

- **Of the 27% of respondent households that have participated in City recreation programs during the past 12 months, 67% have participated in at least two different programs during that time.** In addition, 16% of respondent households have participated in at least four different programs in the past 12 months.

Q5. Have Respondent Households Participated in Any Recreation Programs Offered by the City of Saint Paul Division of Parks and Recreation During the Past 12 Months

by percentage of respondents



Source: Leisure Vision/ETC Institute (January 2008)

Quality of City Recreation Programs

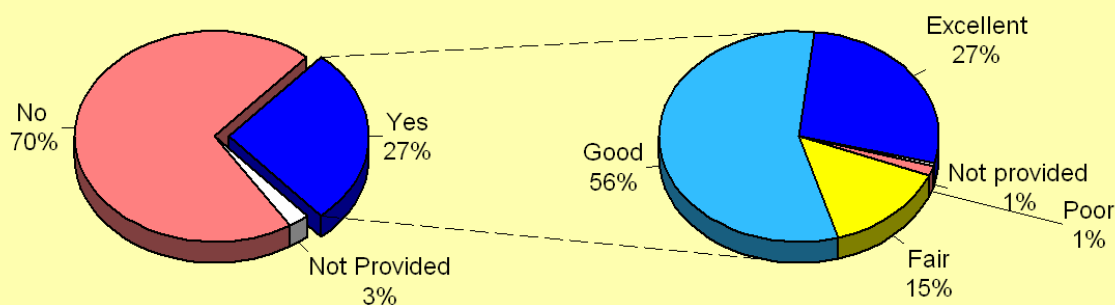
Respondent households that have participated in City of Saint Paul Division of Parks and Recreation programs during the past 12 months were asked to rate the overall quality of the programs they have participated in. The following summarizes key findings:

- **Of the 27% of respondent households that have participated in City recreation programs during the past 12 months, 83% rated the overall quality of programs they have participated in as either excellent (27%) or good (56%).** In addition, 15% of respondents rated the programs as fair and only 1% rated them as poor.

Q5. Have Respondent Households Participated in Any Recreation Programs Offered by the City of Saint Paul Division of Parks and Recreation During the Past 12 Months

by percentage of respondents

Q5b. How Respondent Households Rate the Overall Quality of the City Recreation Programs They Have Participated in



Source: Leisure Vision/ETC Institute (January 2008)

Ways Respondents Learn About City Parks, Trails, Programs and Activities

From a list of 13 options, respondents were asked to indicate all of the ways they learn about City of Saint Paul Division of Parks and Recreation parks, trails, programs and activities. The following summarizes key findings:

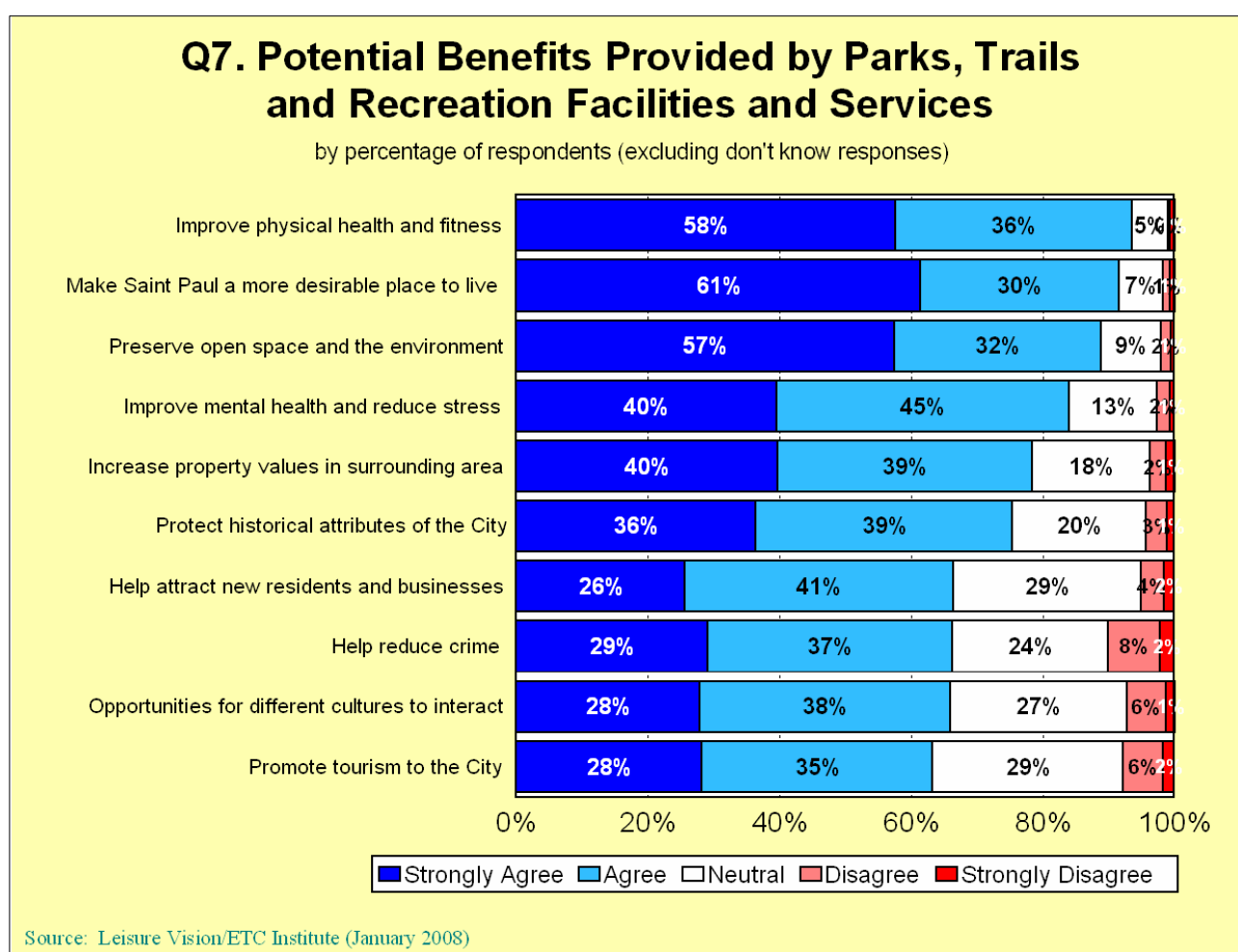
- **The most frequently mentioned ways that respondents learn about City of Saint Paul Division of Parks and Recreation parks, trails, programs and activities are from friends and neighbors (52%), the Community Education Catalog (45%) and newspaper articles (40%).**



Potential Benefits Provided by Parks, Trails & Recreation Facilities & Services

From a list of 10 benefits that could be provided by parks, trails, and recreation facilities and services, respondents were asked to rate their level of agreement that each benefit is being provided. The following summarizes key findings:

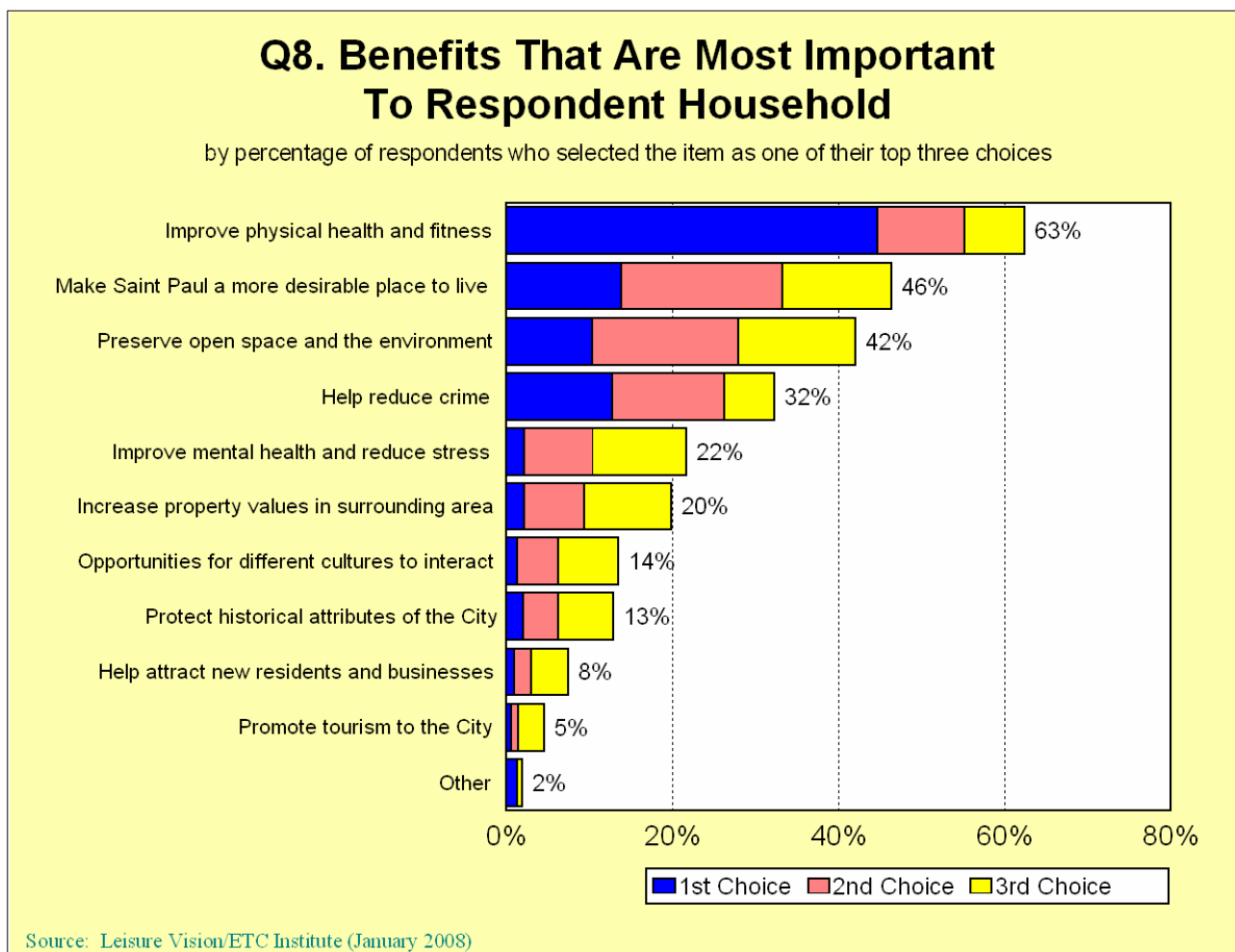
- There are three benefits that over 55% of respondents strongly agree are being provided by parks, trails, and recreation facilities and services: make Saint Paul a more desirable place to live (61%), improve physical health and fitness (58%) and preserve open space and the environment (57%).



Most Important Benefits

From a list of 10 benefits that could be provided by parks, trails, and recreation facilities and services, respondents were asked to select the three benefits that are most important to their household. The following summarizes key findings:

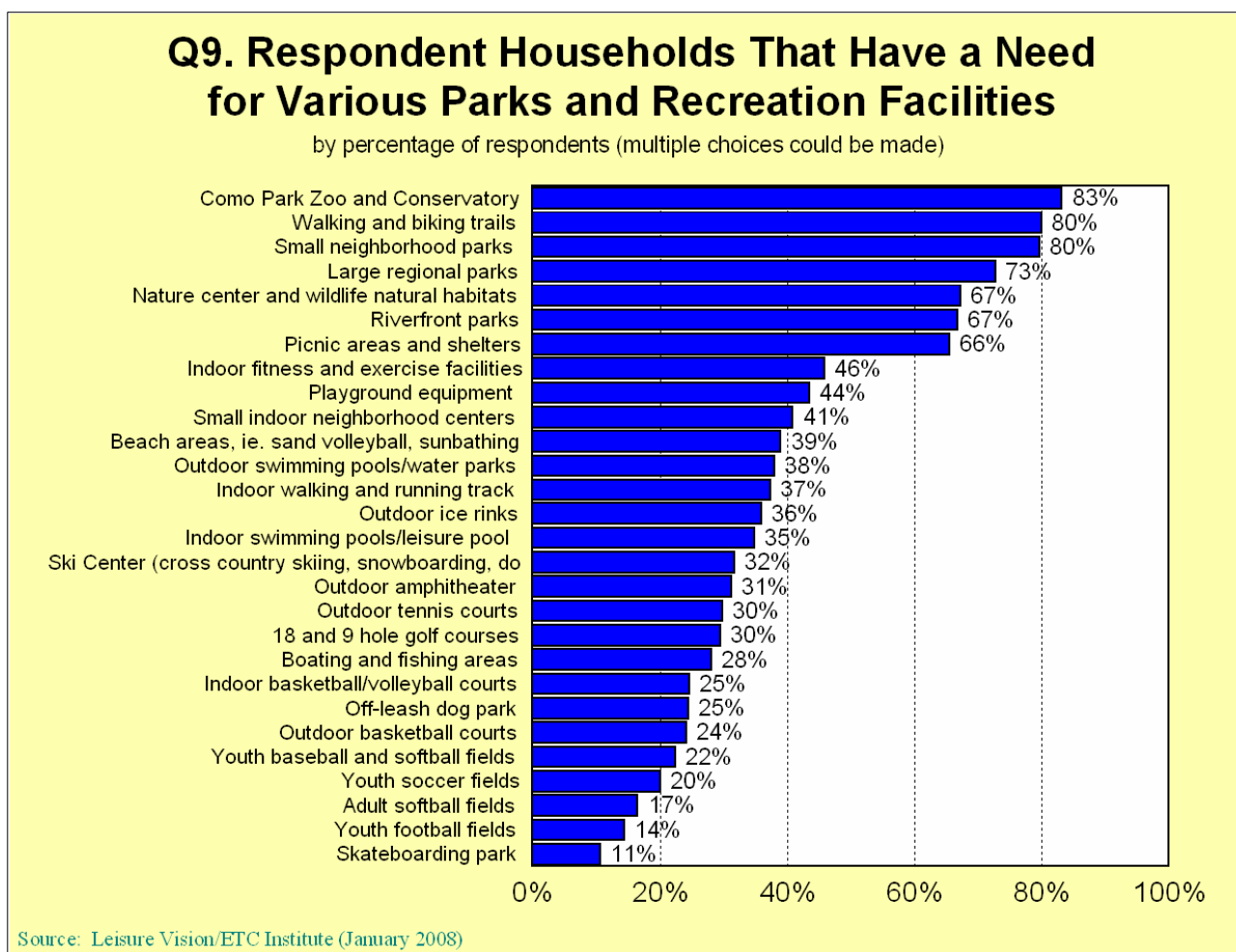
- **Based on the sum of their top three choices, the benefits that are most important to respondent households are: improve physical health and fitness (63%), make Saint Paul a more desirable place to live (46%) and preserve open space and the environment (42%).** It should also be noted that improve physical health and fitness had the highest percentage of respondents select it as their first choice as the benefit that is most important to their household.



Need for Parks and Recreation Facilities

From a list of 28 parks and recreation facilities, respondents were asked to indicate all of the parks/facilities their household has a need for. The following summarizes key findings:

- There are four parks and recreation facilities that over 70% of respondent households have a need for: Como Park Zoo and Conservatory (83%), walking and biking trails (80%), small neighborhood parks (80%) and large regional parks (73%).

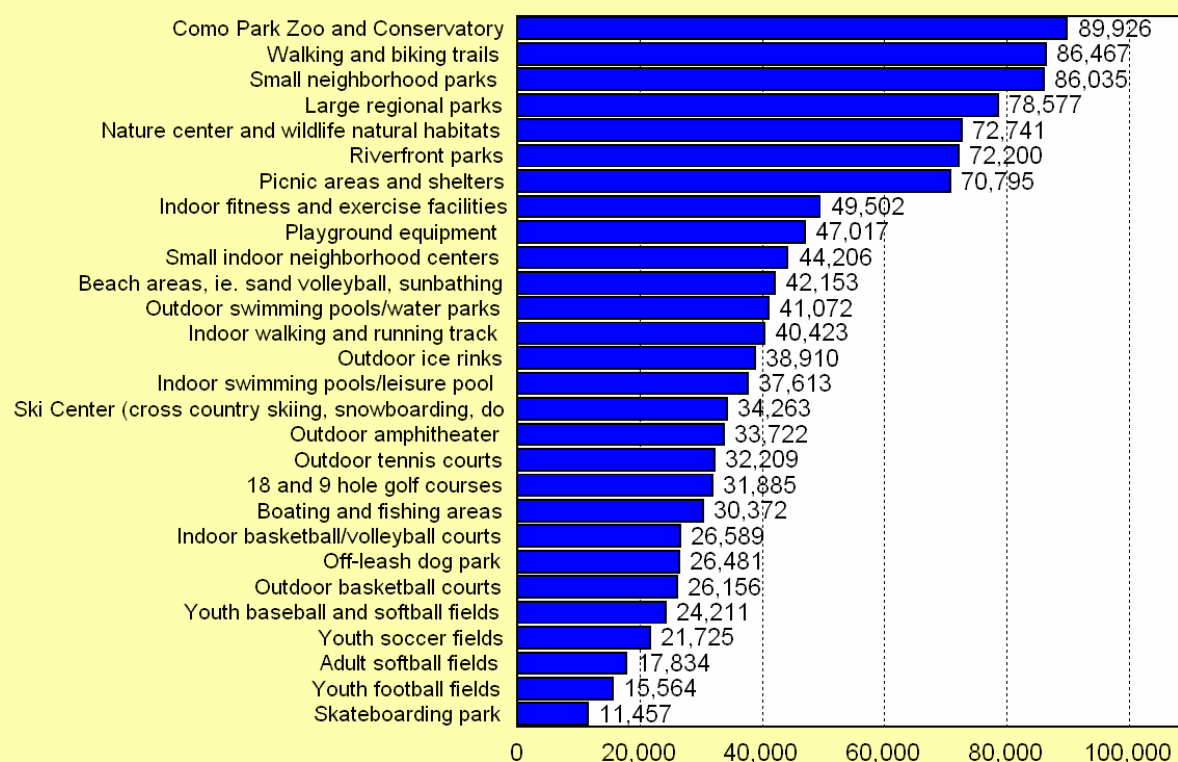


Need For Parks and Recreation Facilities in the City of Saint Paul

From the list of 28 parks and recreation facilities, respondents were asked to indicate all of the parks/facilities their household has a need for. The graph below shows the estimated number of households in the City of Saint Paul that have a need for various parks and recreation facilities, based on 108,084 households in the City.

Q9. Estimated Number of Households in the City of Saint Paul That Have a Need for Various Parks and Recreation Facilities

by number of households based on 108,084 households in the City of Saint Paul



Source: Leisure Vision/ETC Institute (January 2008)

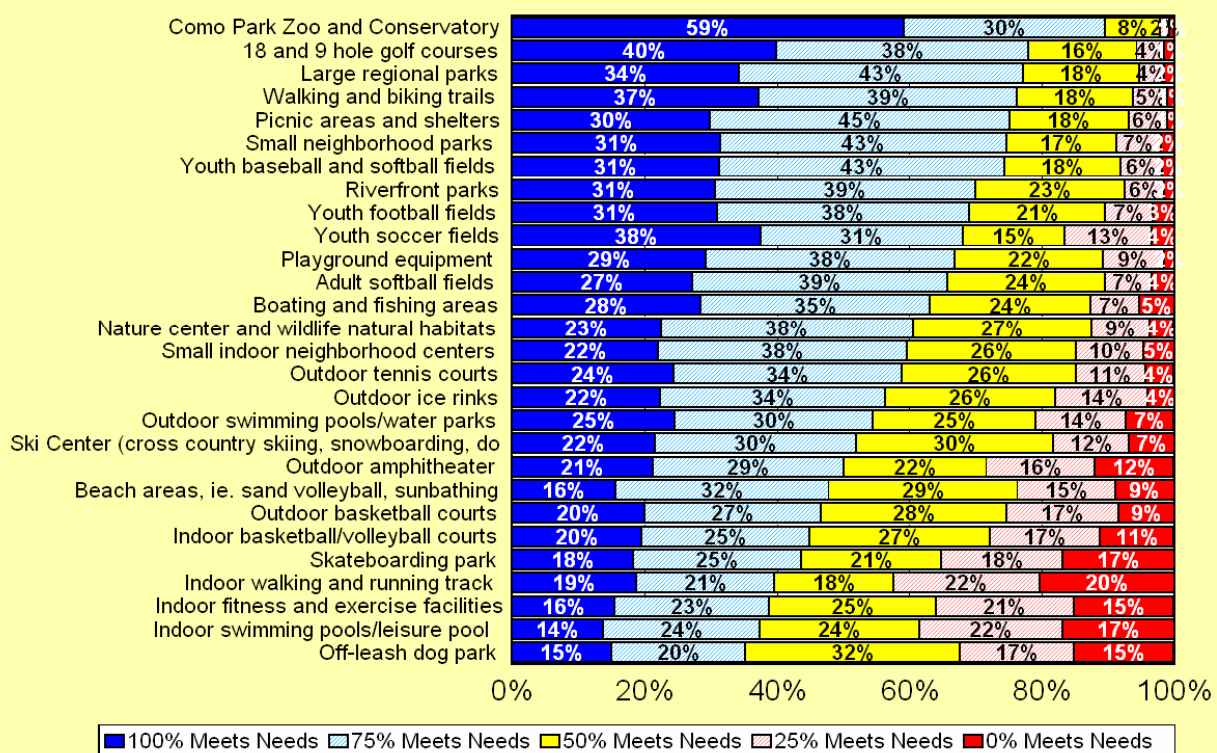
How Well Parks and Recreation Facilities Meet Needs

From the list of 28 parks and recreation facilities, respondent households that have a need for parks/facilities were asked to indicate how well these types of parks/facilities in the City of Saint Paul meet their needs. The following summarizes key findings:

- For all 28 parks and facilities, less than 60% of respondents indicated that the park/facility completely meets the needs of their household.

Q9. How Well Parks and Recreation Facilities Meet the Needs of Respondent Households

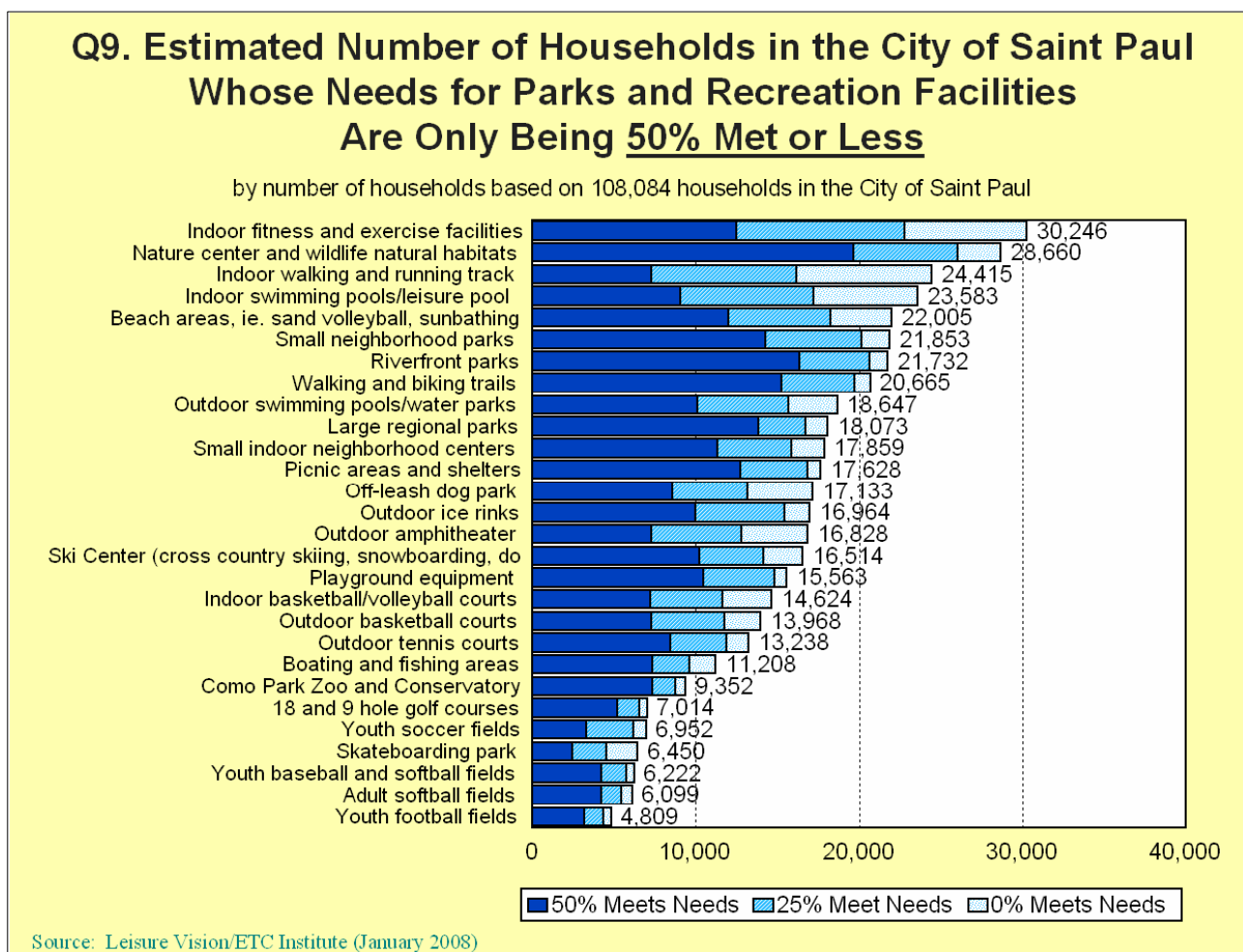
by percentage of respondents with a need for facilities



Source: Leisure Vision/ETC Institute (January 2008)

City of Saint Paul Households with Their Parks and Facilities Needs Being 50% Met or Less

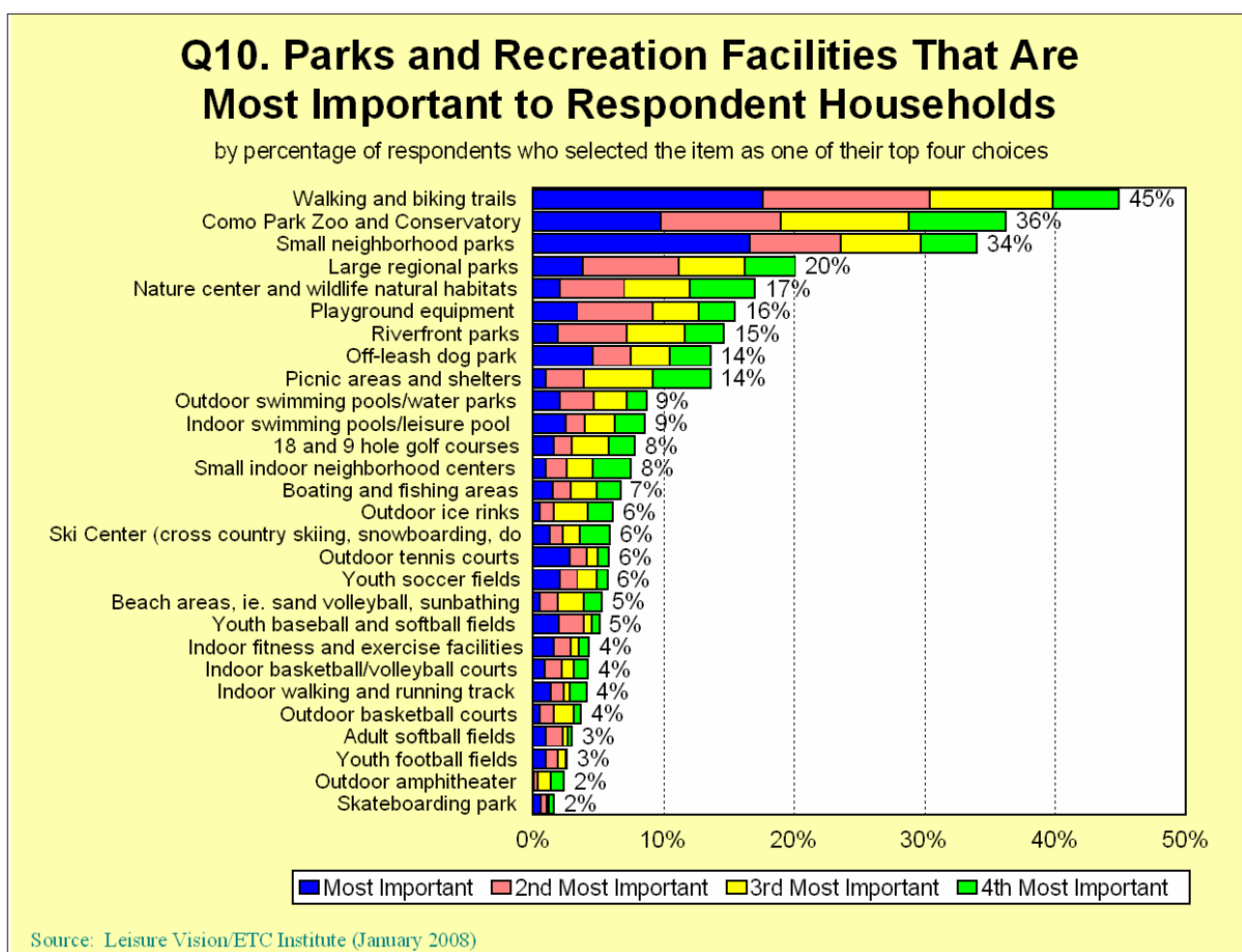
From the list of 28 parks and recreation facilities, respondent households that have a need for parks/facilities were asked to indicate how well these types of parks/facilities in the City of Saint Paul meet their needs. The graph below shows the estimated number of households in the City of Saint Paul whose needs for parks/facilities are only being 50% met or less, based on 108,084 households in the City.



Most Important Parks and Recreation Facilities

From the list of 28 parks and recreation facilities, respondents were asked to select the four parks/facilities that are most important to their household. The following summarizes key findings:

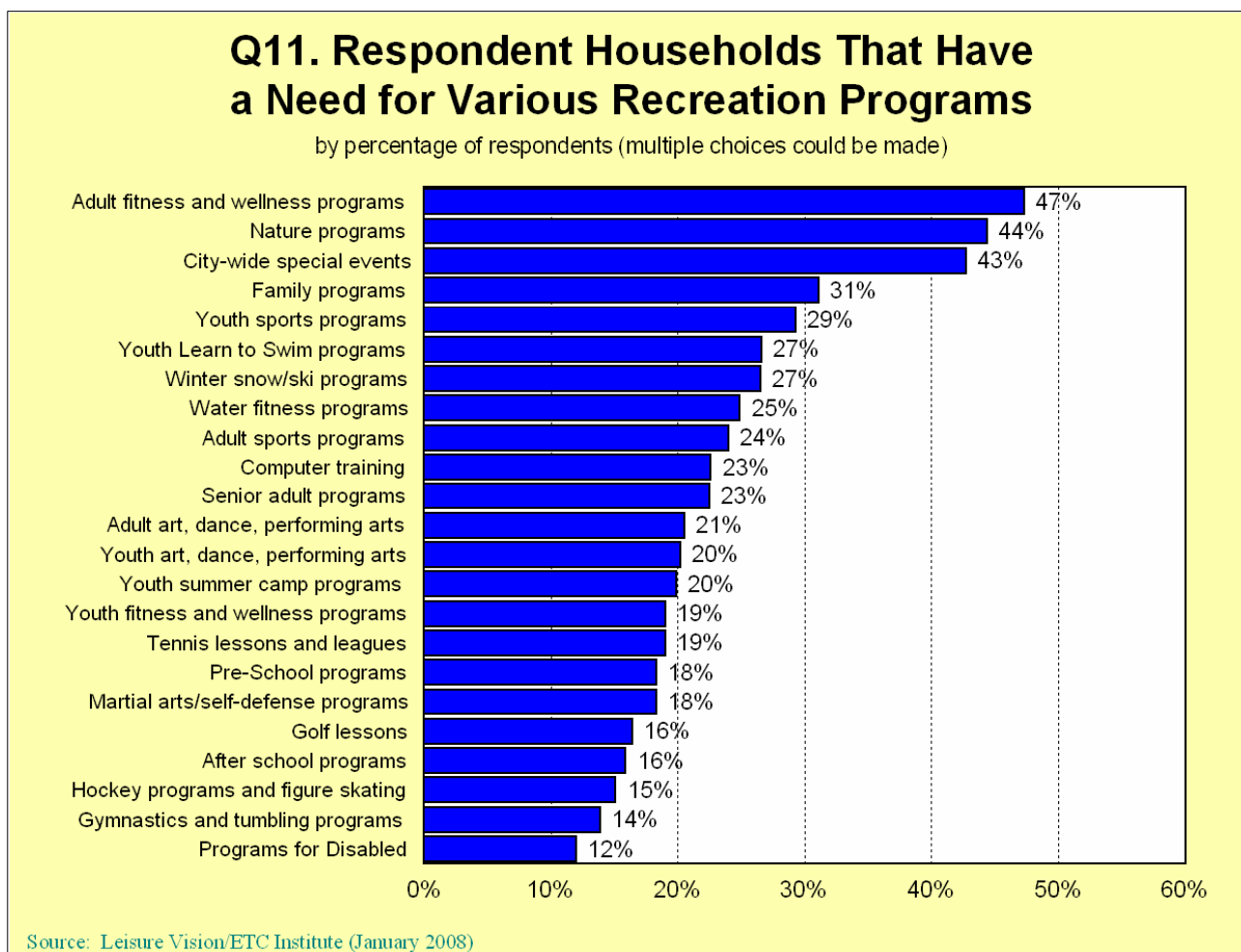
- **Based on the sum of their top four choices, the parks/facilities that respondent households rated as the most important are: walking and biking trails (45%), Como Park Zoo and Conservatory (36%) and small neighborhood parks (34%).** It should also be noted that walking and biking trails had the highest percentage of respondents select it as their first choice as the park/facility that is most important to their household.



Need for Recreation Programs

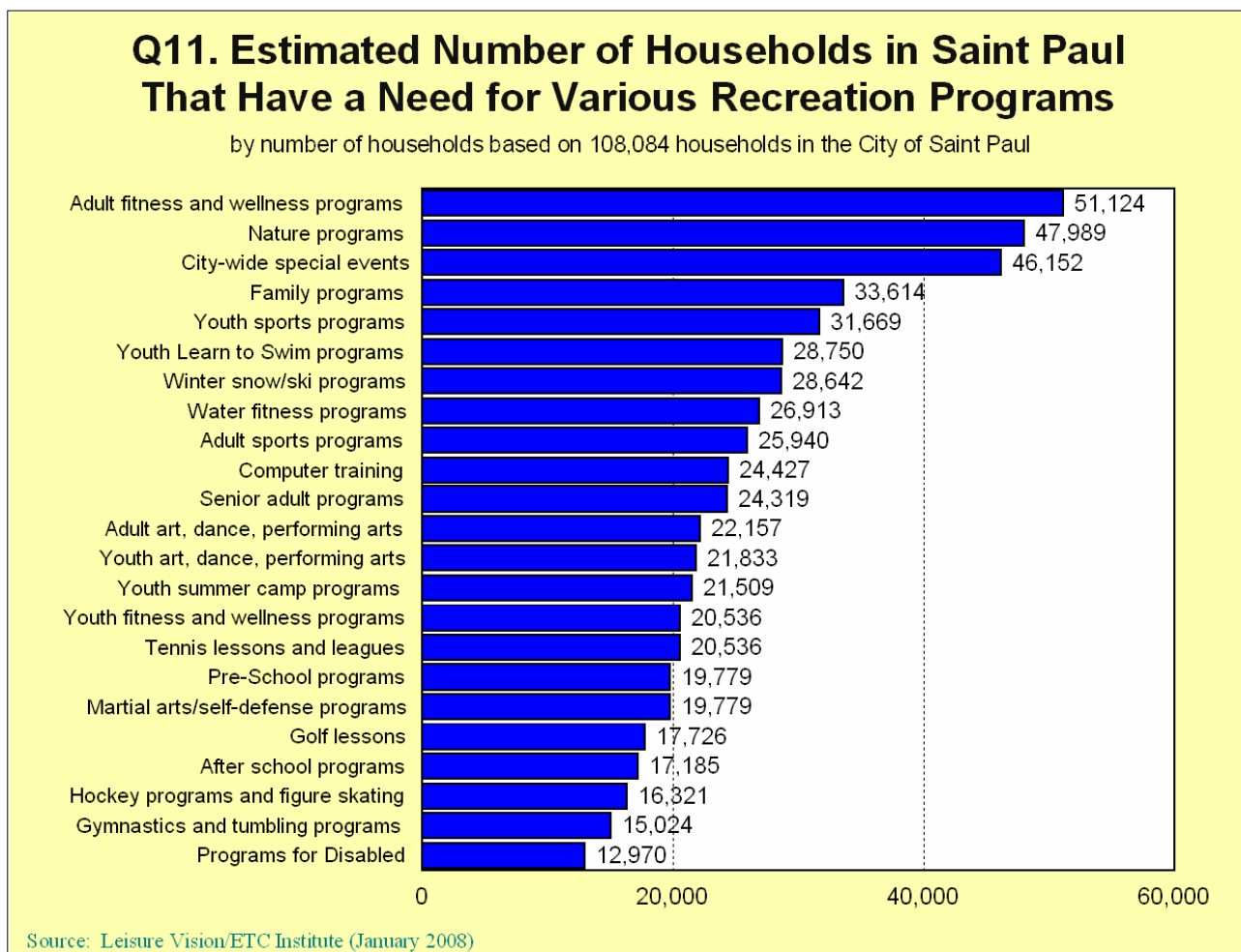
From a list of 23 recreation programs, respondents were asked to indicate all of the programs their household has a need for. The following summarizes key findings:

- **There are three recreation programs that over 40% of respondent households have a need for: adult fitness and wellness programs (47%), nature programs (44%), and City-wide special events (43%).**



Need for Recreation Programs in the City of Saint Paul

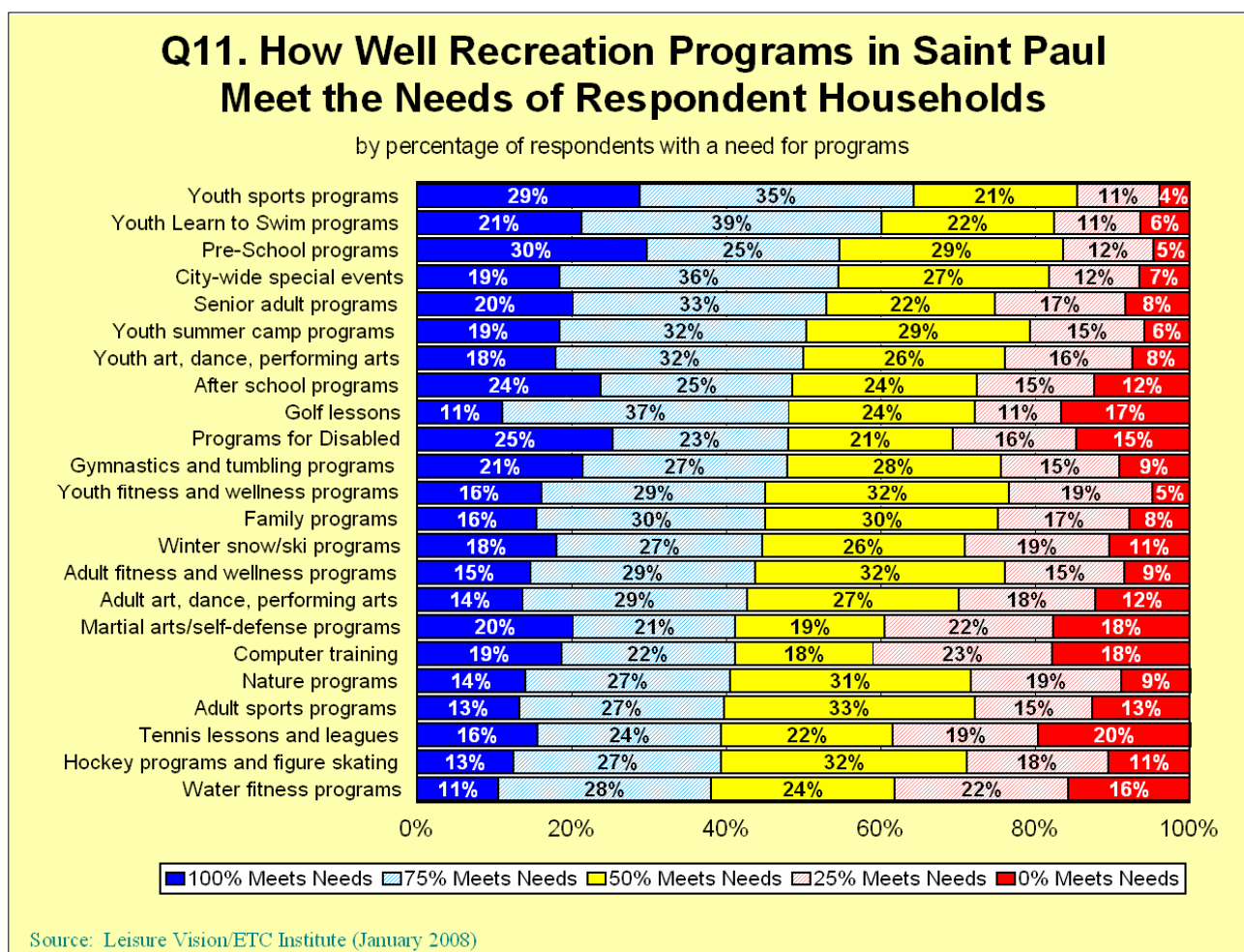
From the list of 23 recreation programs, respondents were asked to indicate all of the programs their household has a need for. The graph below shows the estimated number of households in the City of Saint Paul that have a need for recreation programs, based on 108,084 households in the City.



How Well Recreation Programs Meet Needs

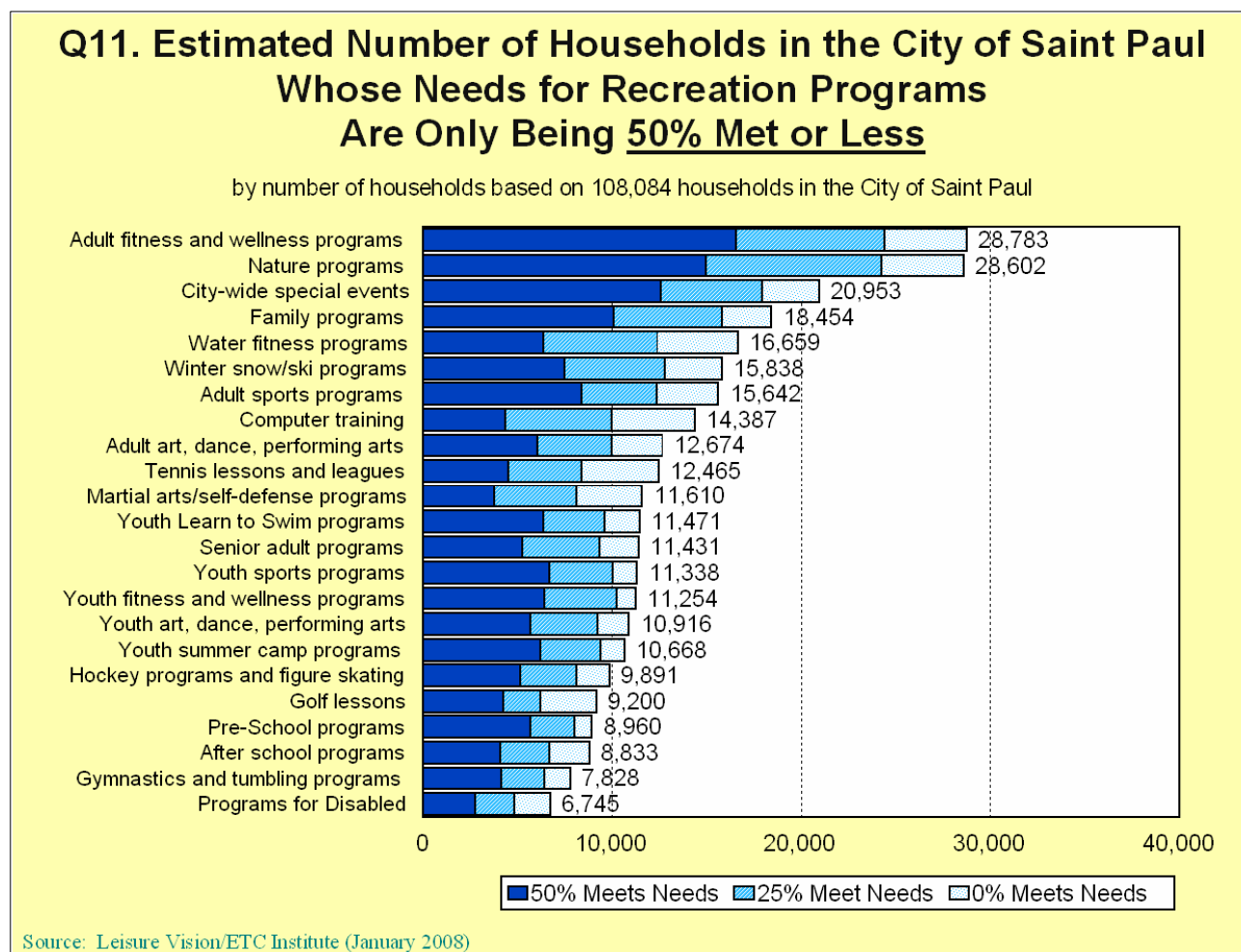
From the list of 23 recreation programs, respondent households that have a need for programs were asked to indicate how well these types of programs meet their needs. The following summarizes key findings:

- For all 23 programs, 30% or less of respondents indicated that the program completely meets the needs of their household.



City of Saint Paul Households with Their Program Needs Being 50% Met or Less

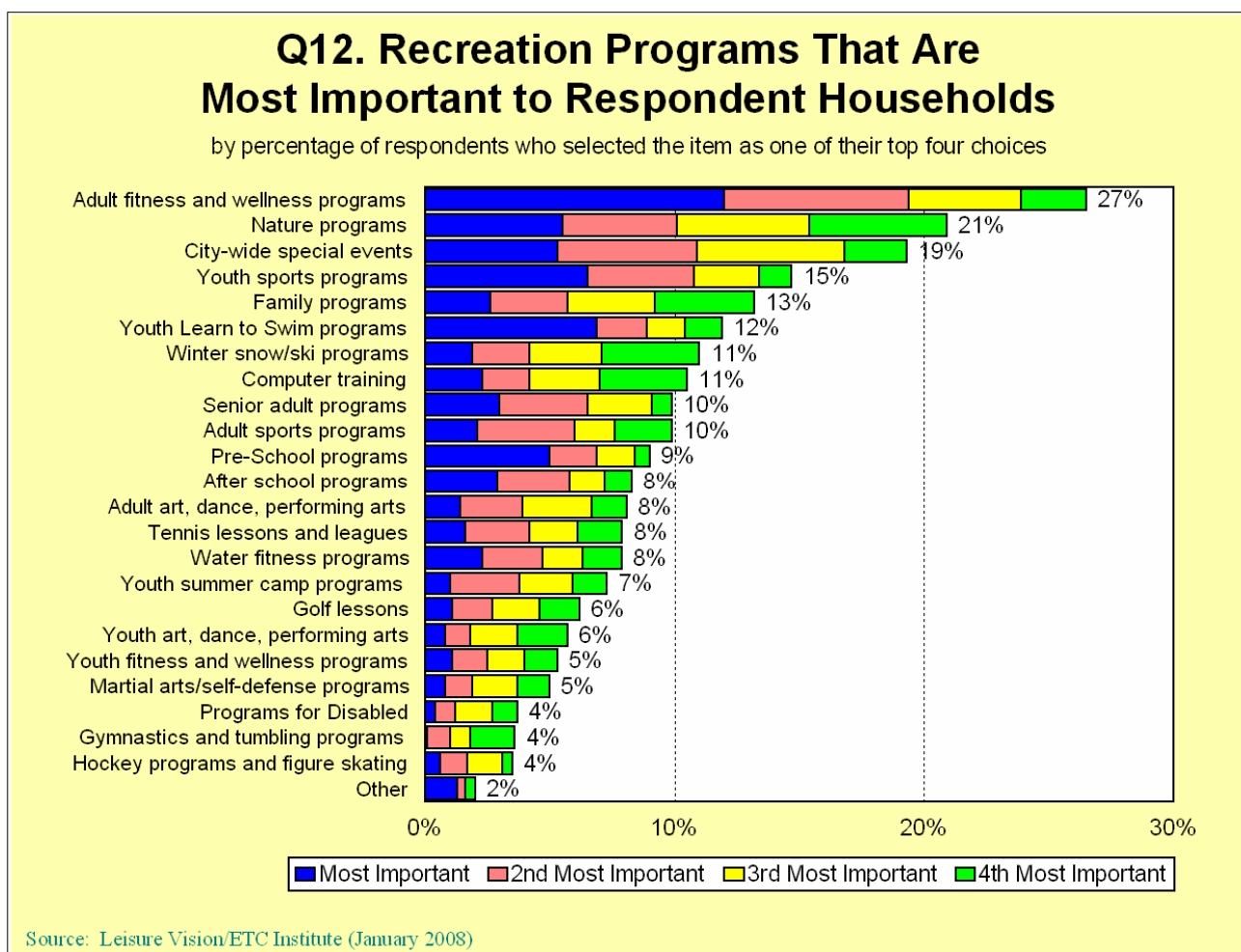
From the list of 23 recreation programs, respondent households that have a need for programs were asked to indicate how well these types of programs meet their needs. The graph below shows the estimated number of households in the City of Saint Paul whose needs for programs are only being 50% met or less, based on 108,084 households in the City.



Most Important Recreation Programs

From the list of 23 recreation programs, respondents were asked to select the four that are most important to their household. The following summarizes key findings:

- Based on the sum of their top four choices, the programs that respondent households rated as the most important are: **adult fitness and wellness programs (27%)**, **nature programs (21%)**, and **City-wide special events (19%)**. It should also be noted that adult fitness and wellness programs had the highest percentage of respondents select it as their first choice as the program that is most important to their household.



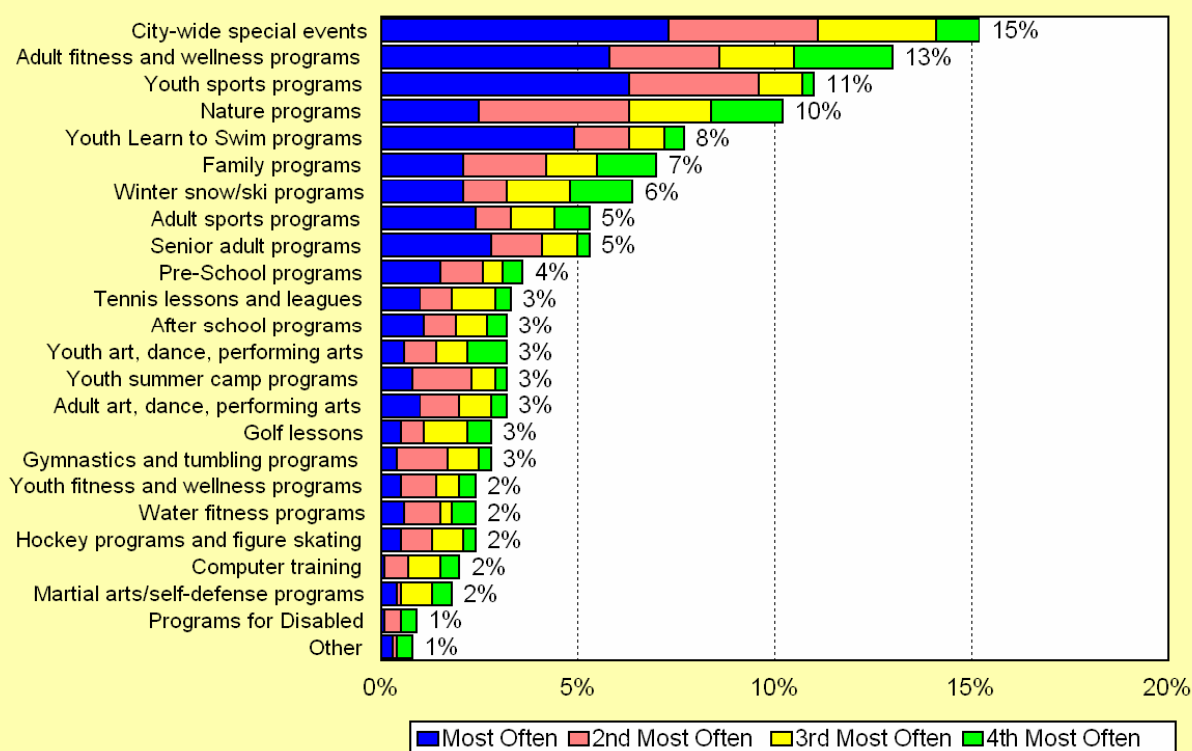
Programs Participated in Most Often at City of Saint Paul Facilities

From the list of 23 recreation programs, respondents were asked to select the four that they currently participate in most often at City of Saint Paul Division of Parks and Recreation facilities. The following summarizes key findings:

- Based on the sum of their top four choices, the programs that respondents currently participate in most often at City of Saint Paul Division of Parks and Recreation facilities are **City-wide special events (15%)**, **adult fitness and wellness programs (13%)**, **youth sports programs (11%)** and **nature programs (10%)**. It should also be noted that City-wide special events and youth sports programs had the highest percentage of respondents select it as their first choice as the program their household currently participates in most often at City facilities.

Q13. Programs That Respondents Currently Participate in Most Often at City of Saint Paul Facilities

by percentage of respondents who selected the item as one of their top four choices

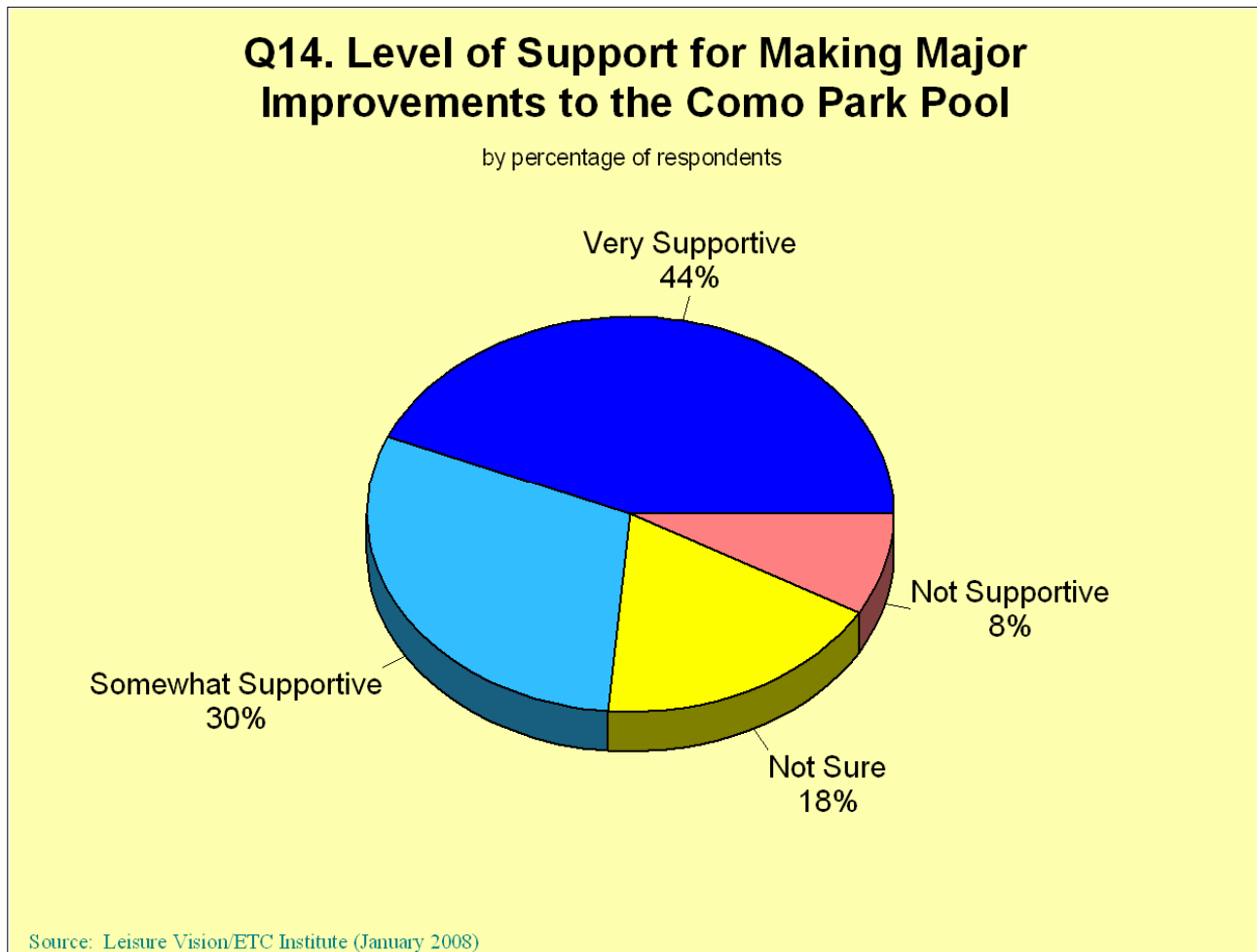


Source: Leisure Vision/ETC Institute (January 2008)

Level of Support for Making Major Improvements to Como Park Pool

Respondents were asked how supportive they are of making major improvements to Como Park Pool. The following summarizes key findings:

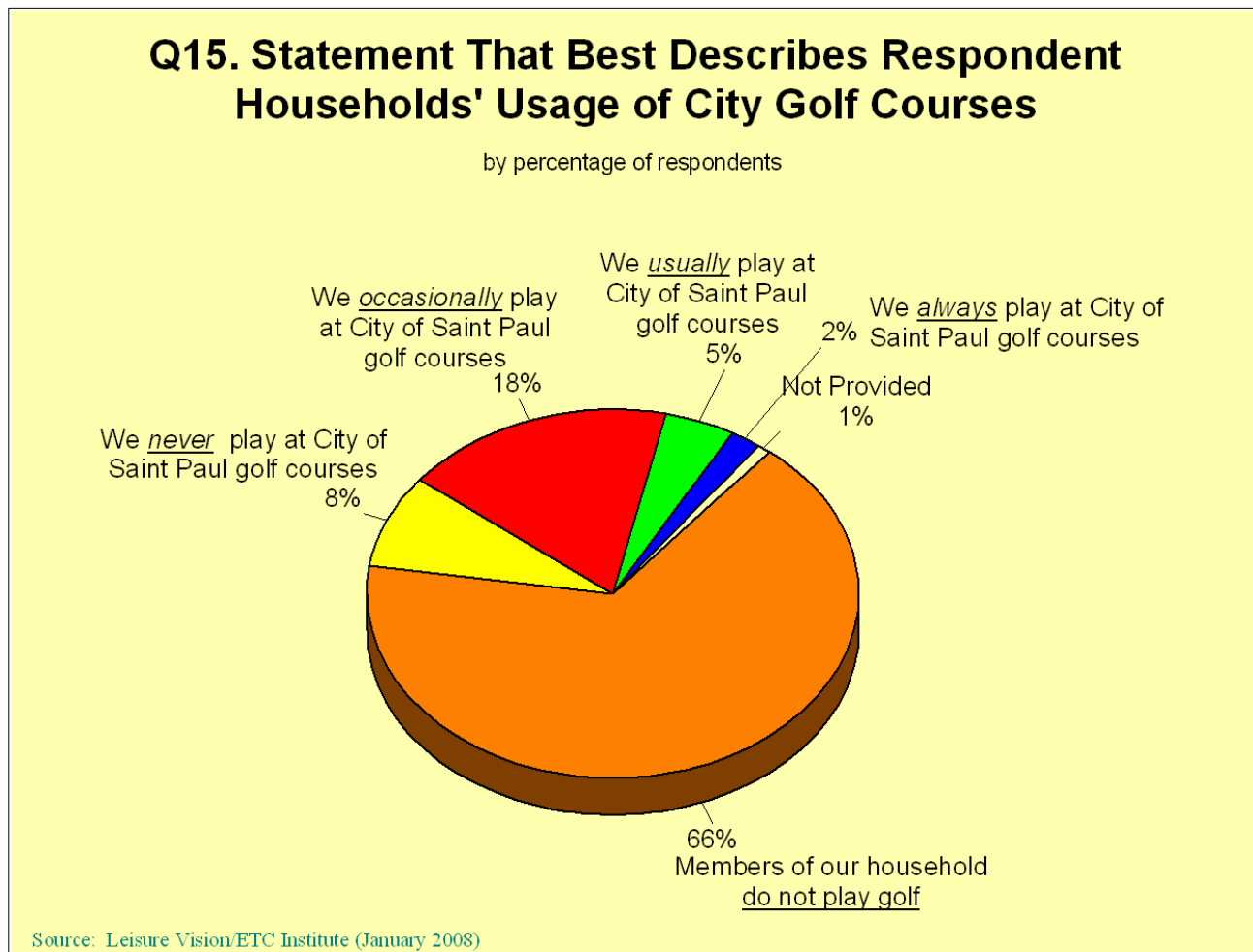
- **Seventy-four percent (74%) of respondents are either very supportive (44%) or somewhat supportive (30%) of making major improvements to Como Park Pool.**



Usage of City Golf Courses

From a list of five statements, respondents were asked to indicate which one best describes their household's usage of City of Saint Paul golf courses. The following summarizes key findings:

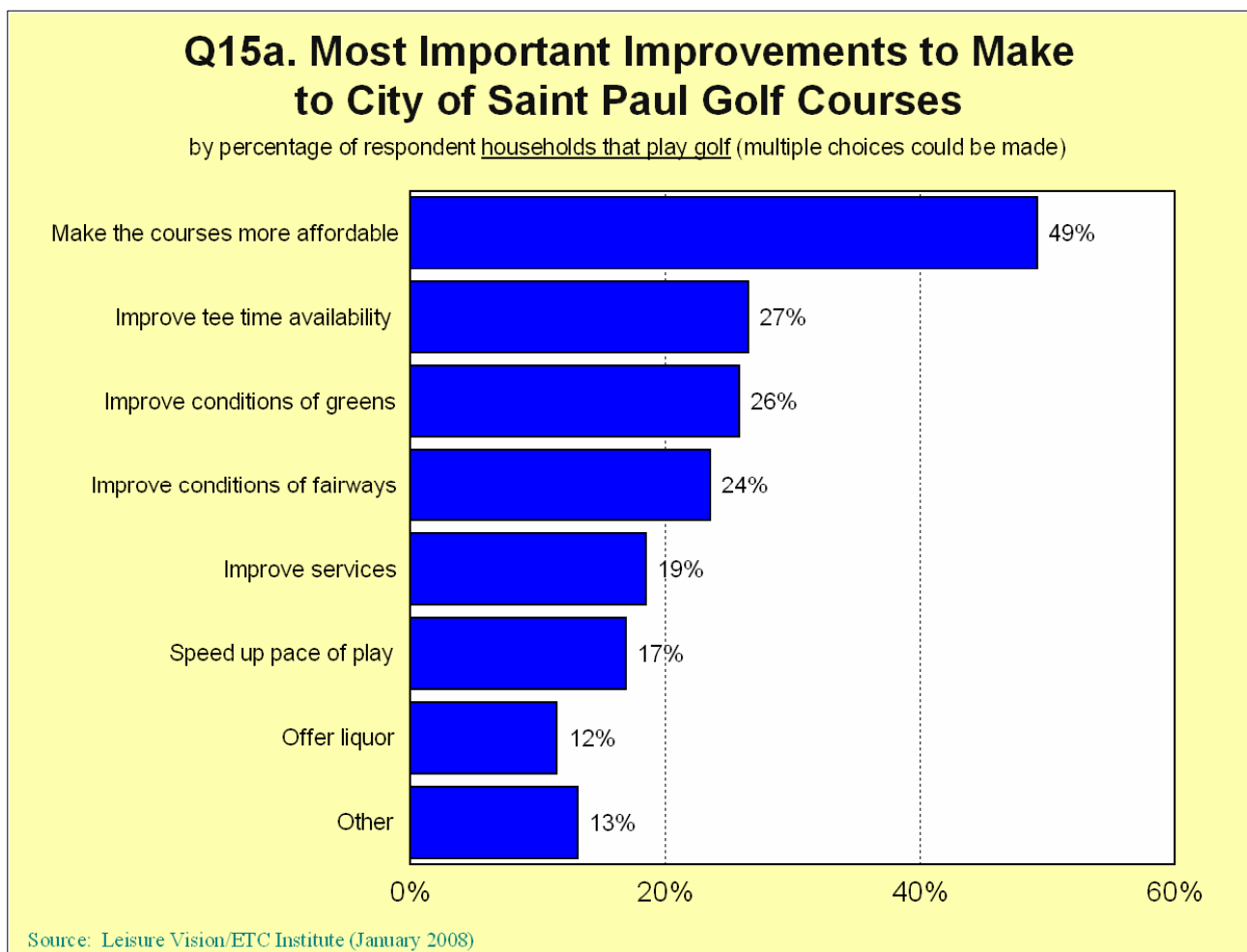
- **Sixty-six percent (66%) of respondents indicated that members of their household do not play golf.** Eighteen percent (18%) of respondents indicated that they occasionally play golf at City golf courses.



Most Important Improvements to City Golf Courses

From a list of seven options, respondent households that play golf were asked to indicate the three most important improvements that would make them play City golf courses more often. The following summarizes key findings:

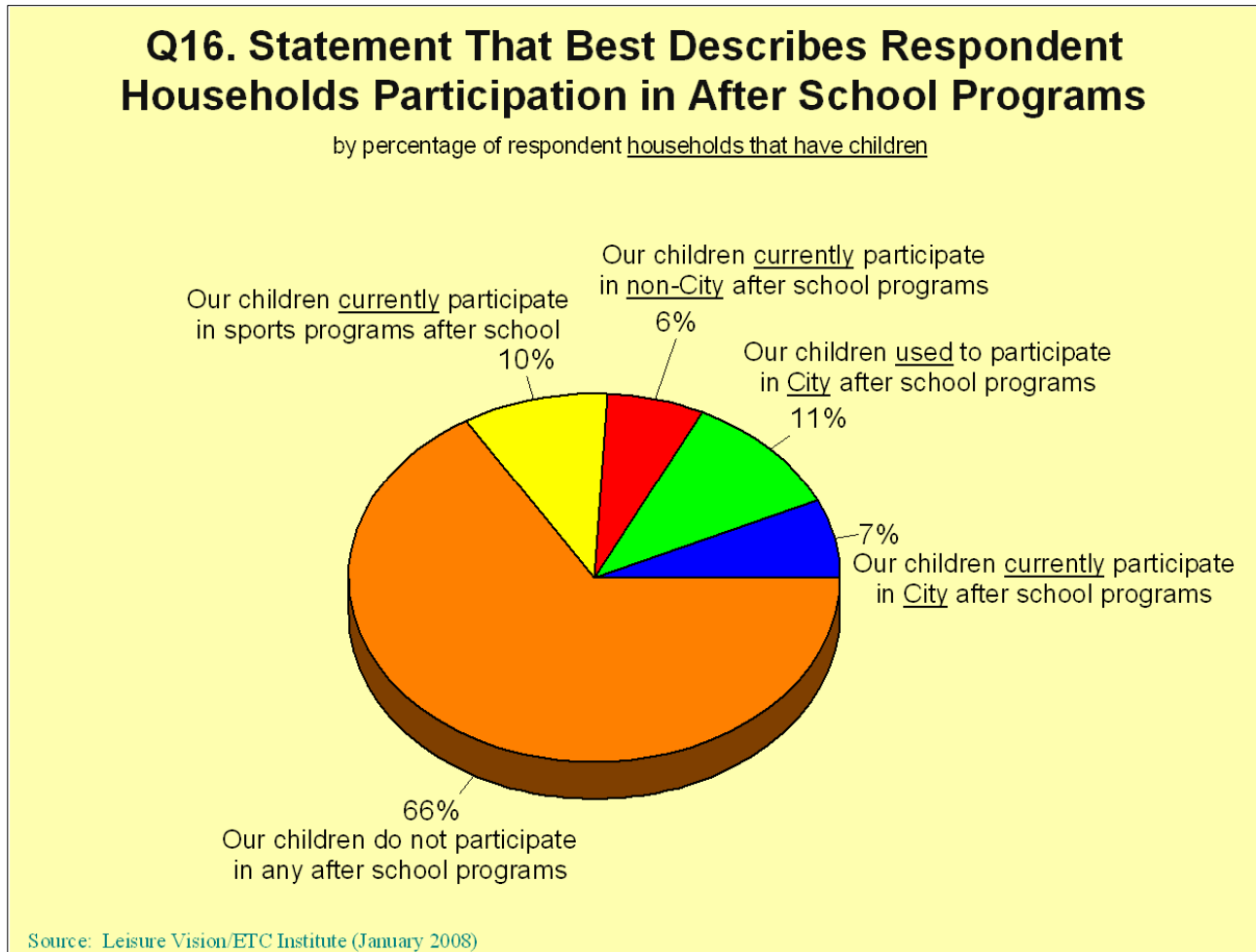
- **Based on the sum of their top three choices, the most important improvements that would encourage those who play golf to play City golf courses more often are: make the courses more affordable (49%), improve tee time availability (27%), improve conditions of the greens (26%) and improve conditions of the fairways (24%).**



Participation in After School Programs

From a list of five statements, respondent households with children were asked to indicate which one best describes their household's participation in after school programs. The following summarizes key findings:

- Of those households that have children, 66% do not participate in any after school programs.



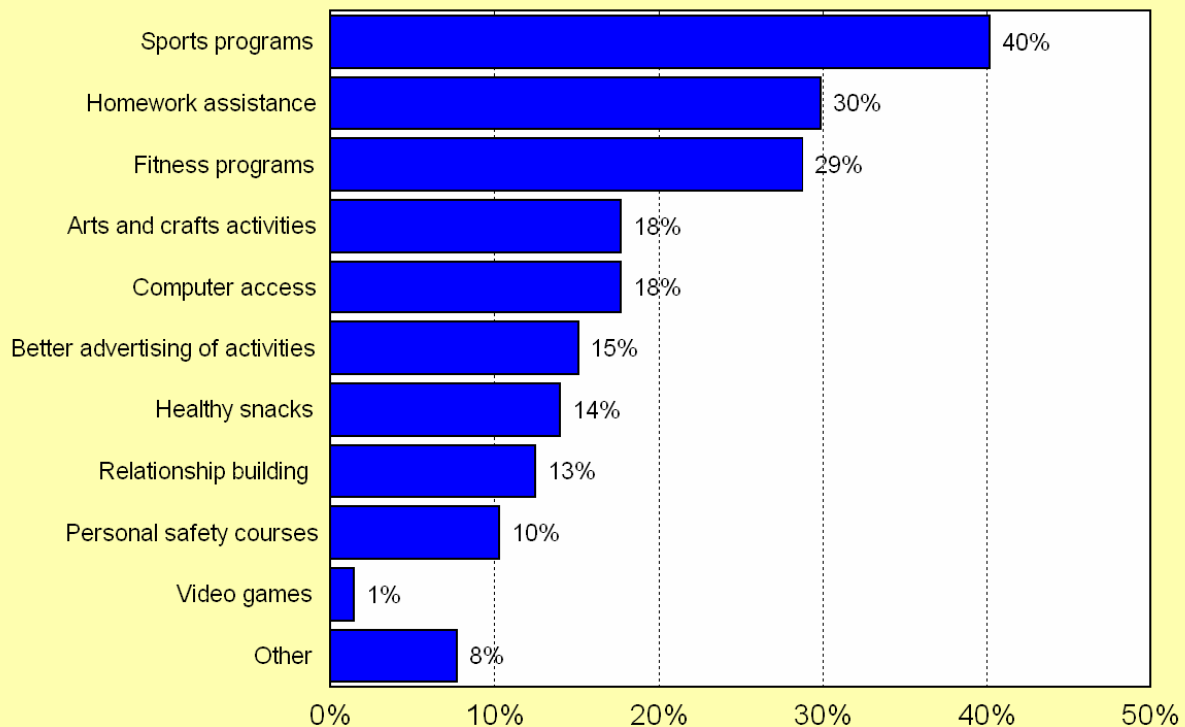
Most Important Activities for After School Programs

From a list of 10 activities that could be offered in after school programs, respondent households with children were asked to select the three that are most important. The following summarizes key findings:

- **For those households with children, the most important activities for after school programs, based on the sum of their top three choices, are sports programs (40%), homework assistance (30%) and fitness programs (29%).**

Q17. Most Important Activities for the City of Saint Paul Division of Parks and Recreation to Offer in After School Programs

by percentage of respondent households that have children (sum of top 3 choices)



Source: Leisure Vision/ETC Institute (January 2008)

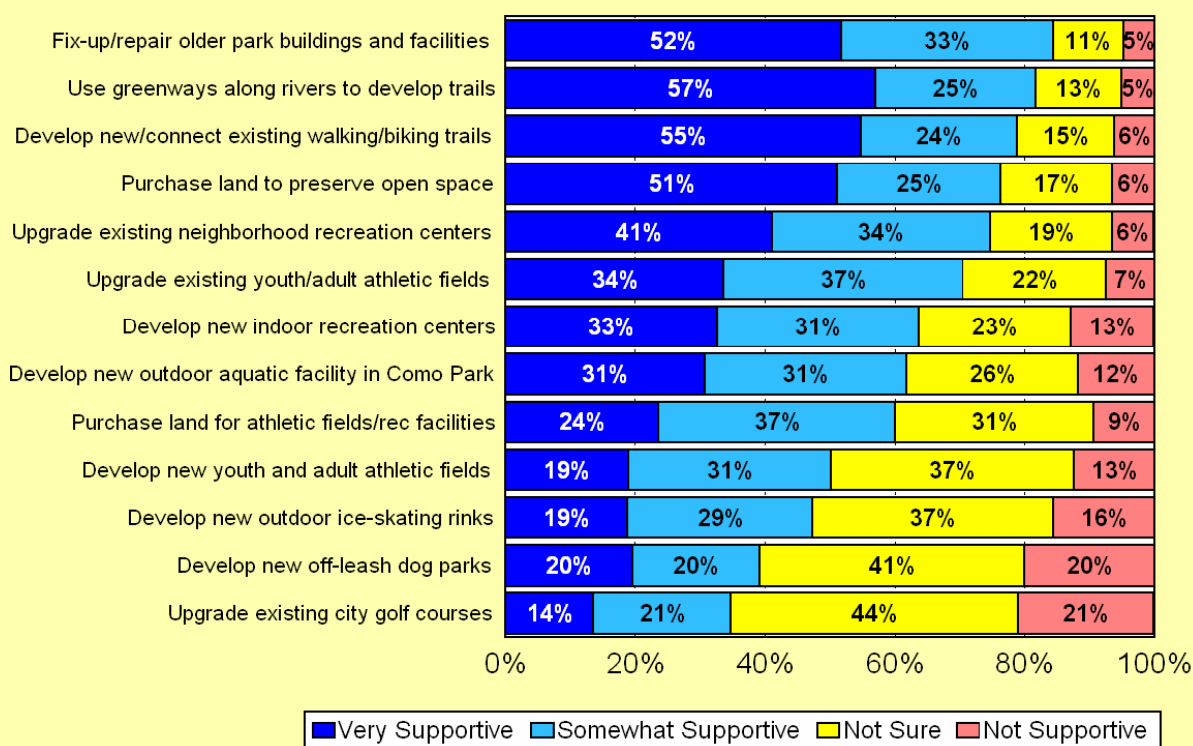
Support for Actions to Improve the Parks and Recreation System

From a list of 13 actions the City of Saint Paul could take to improve the parks and recreation system, respondents were asked to indicate how supportive they are of each action. The following summarizes key findings:

- There are four actions that over 50% of respondents are very supportive of: use greenways along rivers and creeks to develop trails and other recreational facilities (57%), develop new walking/biking trails and connect existing trails (55%), fix-up/repair older park buildings and facilities (52%) and purchase land to preserve open space (51%).

Q18. Level of Support for Various Actions the City of Saint Paul Could Take to Improve the Parks and Recreation System

by percentage of respondents

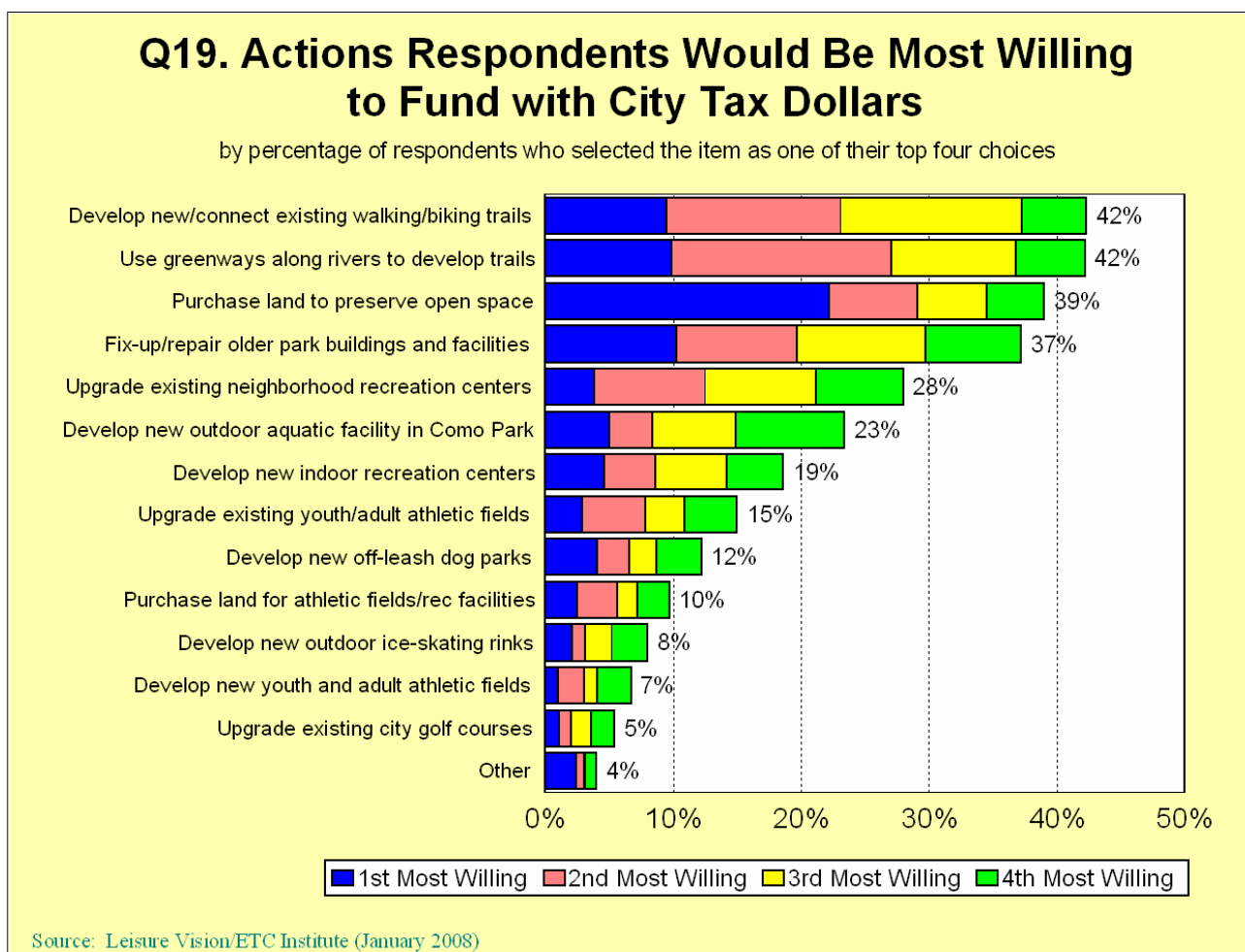


Source: Leisure Vision/ETC Institute (January 2008)

Actions Most Willing to Fund with City Tax Dollars

From a list of 13 actions the City of Saint Paul could take to improve the parks and recreation system, respondents were asked to select the four actions would they be most willing to fund with city tax dollars. The following summarizes key findings:

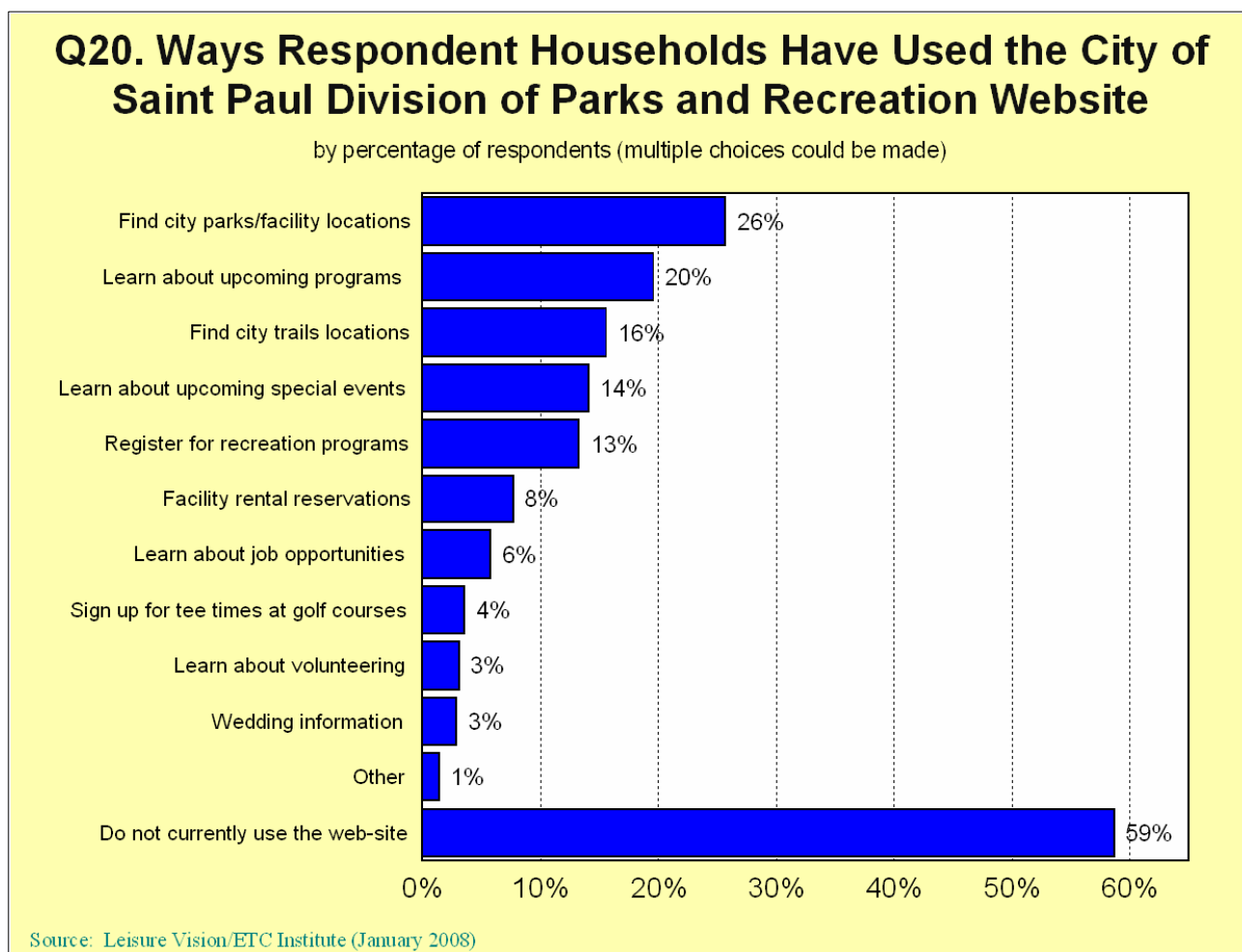
- Based on the sum of their top four choices, the actions that respondents would be most willing to fund with city tax dollars are: **develop new walking/biking trails and connect existing trails (42%)**, **use greenways along rivers and creeks to develop trails and other recreational facilities (42%)**, and **purchase land to preserve open space and green space (39%)**. It should also be noted that purchase land to preserve open space and green space had the highest percentage of respondents select it as their first choice as the action they would be most willing to fund with city tax dollars.



Use of the City of Saint Paul Division of Parks and Recreation Website

From a list of 10 options, respondents were asked to indicate all of the ways they use the City of Saint Paul Division of Parks and Recreation website. The following summarizes key findings:

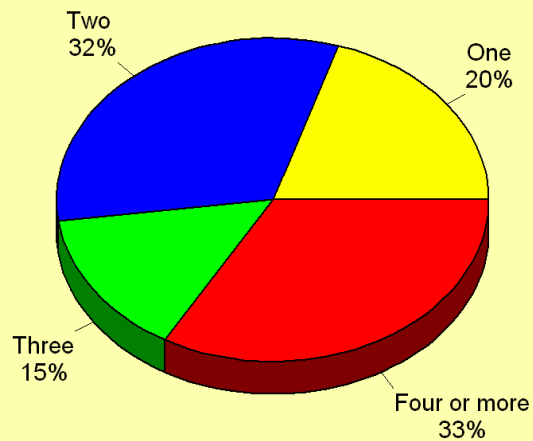
- **The most frequently mentioned ways that respondent households use the City of Saint Paul Division of Parks and Recreation website are to find city parks/facility locations (26%), learn about upcoming programs (20%), find city trails locations (16%) and register for recreation programs (13%).**



Demographics

Q1. Demographics: Number of People in Household

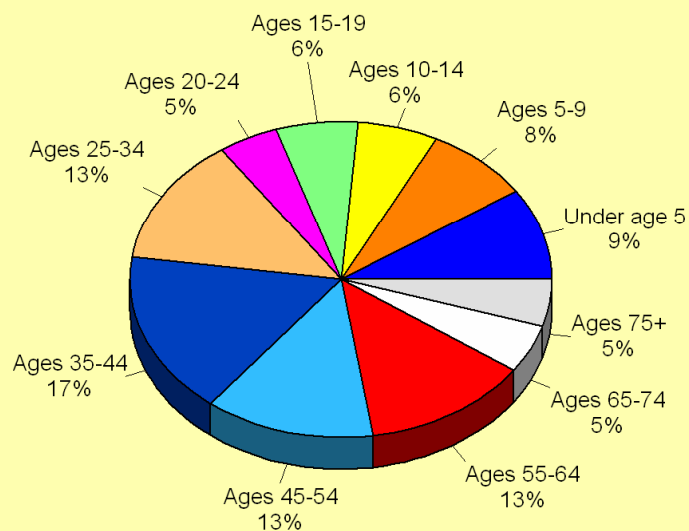
by percentage of respondents



Source: Leisure Vision/ETC Institute (January 2008)

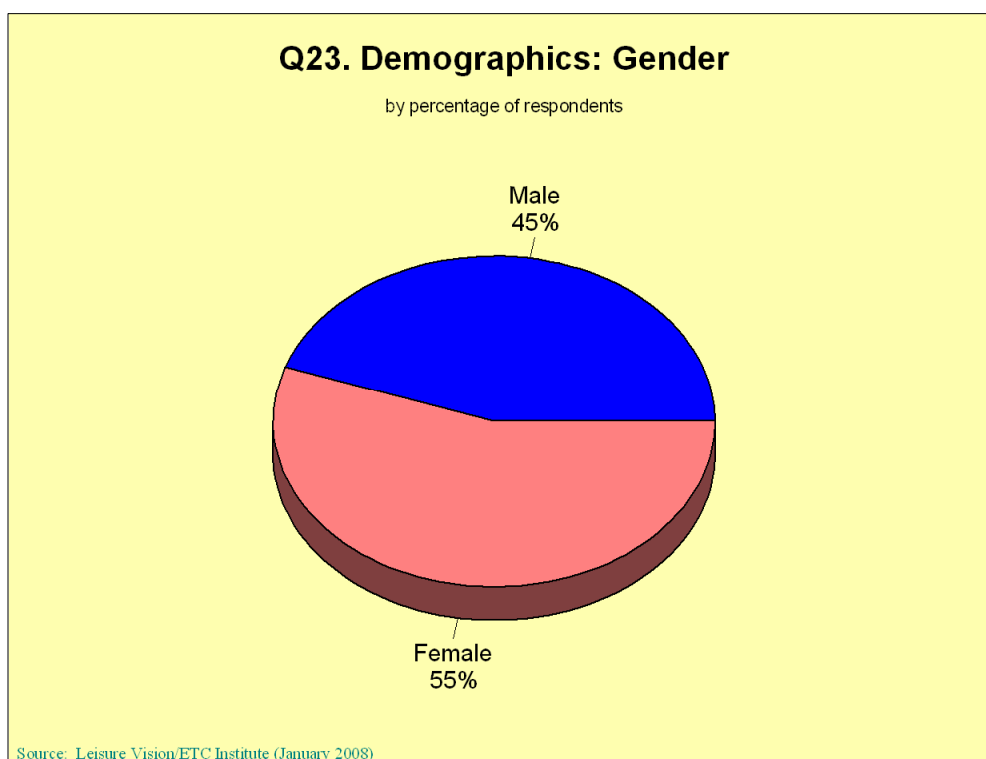
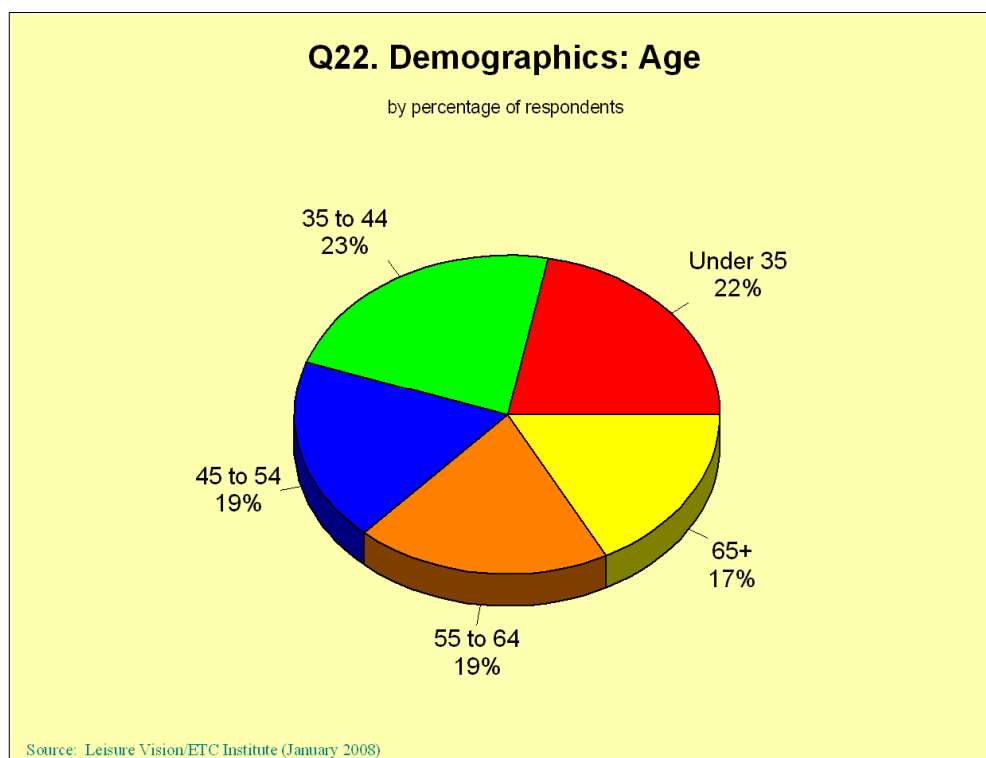
Q21. Demographics: Ages of People in Household

by percentage of household occupants



Source: Leisure Vision/ETC Institute (January 2008)

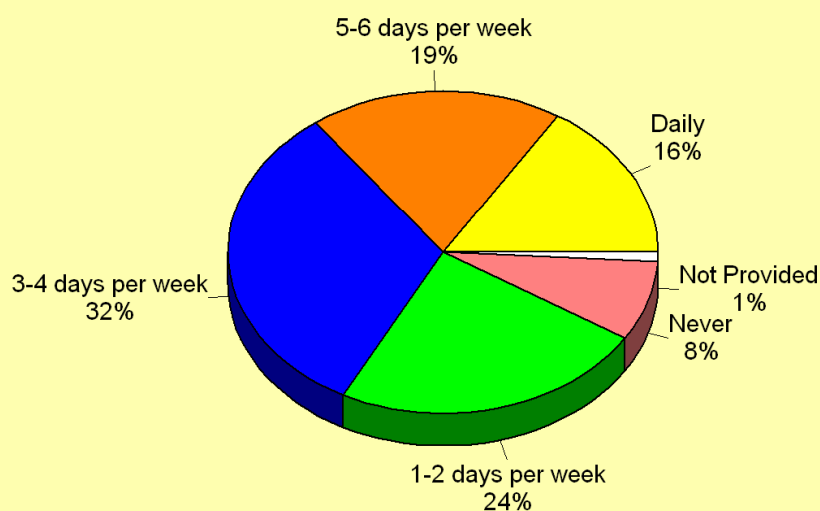
Demographics



Demographics

Q24. Demographics: How Often Do Respondents Participate for at Least 30 Minutes in Some Type of Fitness/Exercise Activity

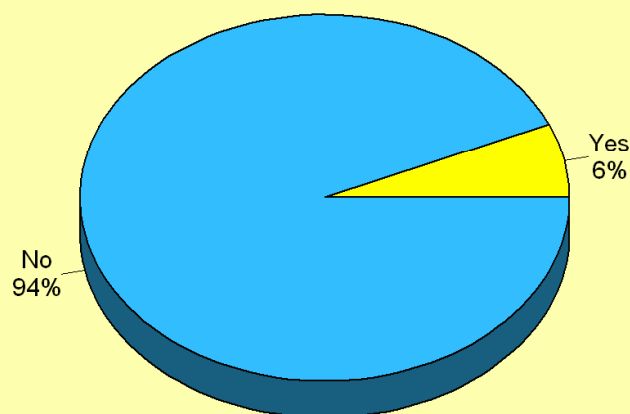
by percentage of respondents



Source: Leisure Vision/ETC Institute (January 2008)

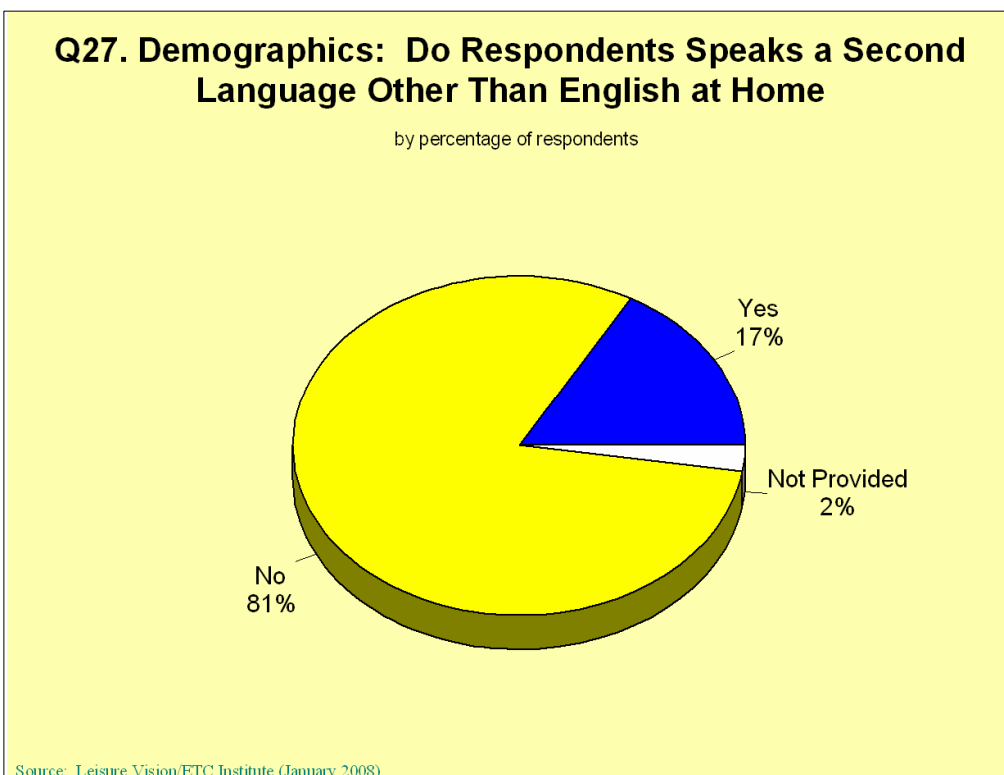
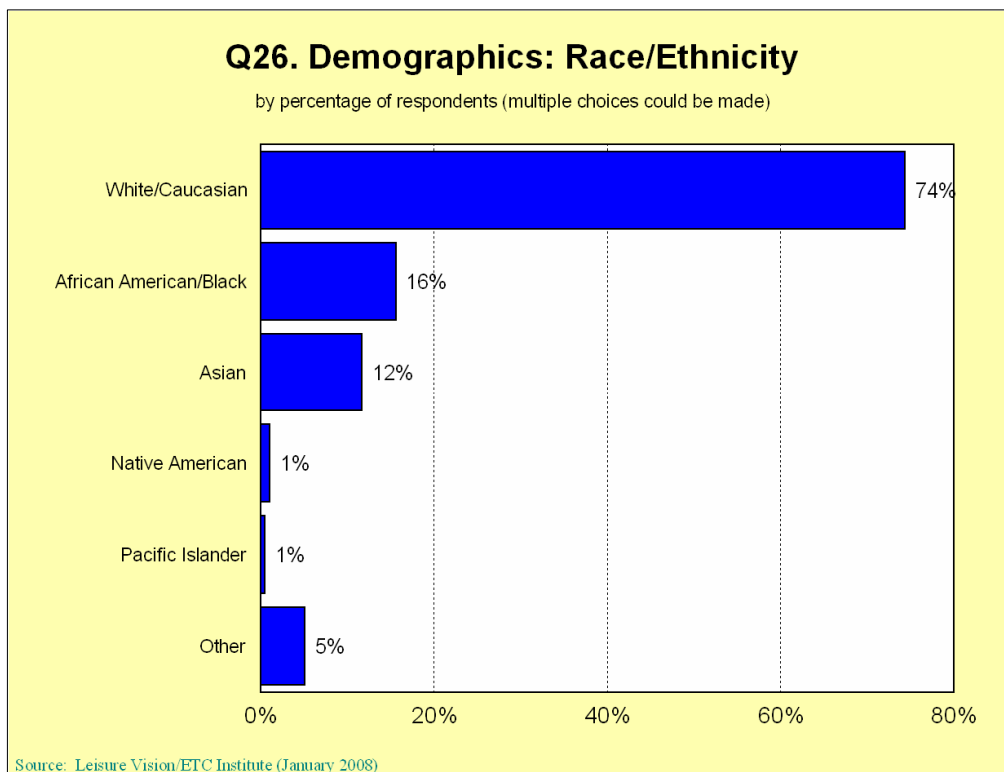
Q25. Demographics: Are Any Household Members of Hispanic or Latino Ancestry

by percentage of respondents



Source: Leisure Vision/ETC Institute (January 2008)

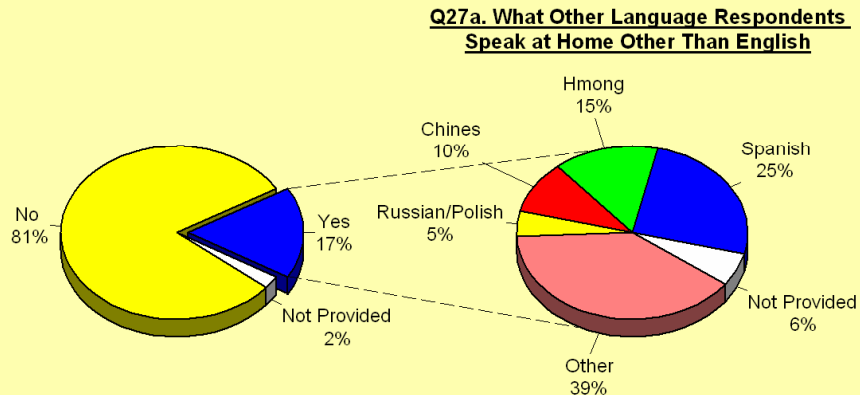
Demographics



Demographics

Q27. Demographics: Do Respondents Speak a Second Language Other Than English at Home

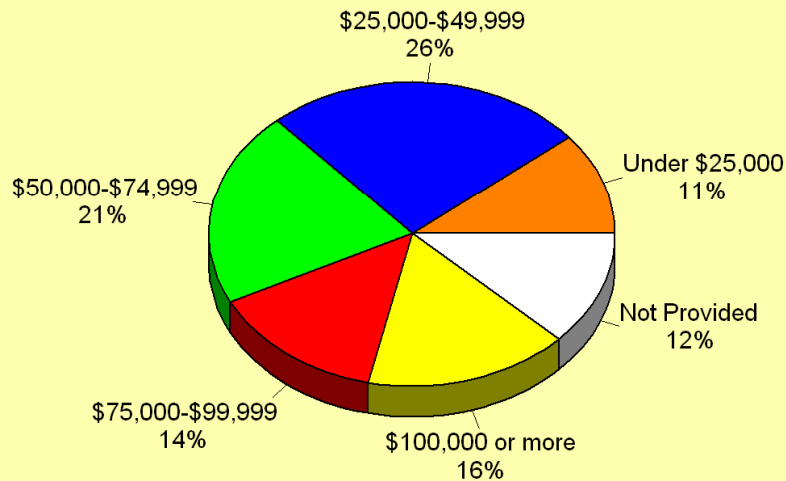
by percentage of respondents



Source: Leisure Vision/ETC Institute (January 2008)

Q28. Demographics: Total Annual Household Income

by percentage of respondents



Source: Leisure Vision/ETC Institute (January 2008)